

Consumer Reports

"FACTS YOU NEED
BEFORE YOU BUY"

VOL. 10, NO. 7

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JULY 1945



SUNBURN PREVENTIVES
CIGARETTE ROLLERS
CARE OF KITCHENWARE
RADIO BROADCASTING

LEG MAKE-UP
FRUIT DRINKS
JELLIED SOUPS
GROUP ACTIVITY

End of PCB

Last month, in this space, we announced the birth of a new CU publication—*Price Control Bulletin*. This month, we announce its end. But, though *PCB*'s life was short, it was active and successful.

PCB, during the hard legislative battle for the continuation of OPA, informed consumer groups throughout the country of the specific issues involved, and of the actions that needed to be taken on these issues. That the new price control law got through Congress shorn of crippling amendments which would have made price control a farce attests to the power of the forces of which *PCB* was a part—active consumer and labor groups working with a bloc of pro-consumer Congressmen.

The feeling of OPA about these efforts is expressed in the following letter from Price Administrator Chester Bowles to Dr. Colston Warne, CU's President and head of CU's Washington representatives during the price control fight:

"Now that our bill is through and we have our appropriation for the coming year, I want to express my thanks to those who worked so hard to bring about this successful conclusion. You and the group you represent are high on the list of those deserving credit. I am sure that many favorable votes were due to your efforts.

"Please accept the thanks of the whole OPA organization."

CONSUMERS UNION is a non-profit organization chartered under the Membership Corporation Laws of New York State. Its purpose is to furnish unbiased, usable information to help families meet their buying problems, get their money's worth in their purchases, develop and maintain an understanding of the forces affecting their interests as consumers. Consumers Union has no connection with any commercial

interest and accepts no advertising; income is derived from the fees of members, each of whom has the right to vote for candidates to the Board of Directors. More than 70 educators, social workers and scientists sponsor Consumers Union and a national advisory committee of consumer leaders contributes to the formulation of policy (names of the members of the committee will be furnished on request).

CONSUMER REPORTS each month gives comparative ratings of a variety of products based on tests and expert examinations, together with general buying guidance, information on medical and health questions, and news of happenings affecting the consumer's interests. The Reports is the manual of informed and efficient consumers the country over.

THE BUYING GUIDE (published as the December issue of the Reports) each year brings together information from all the preceding issues with new material and special buying advice. Pocket-size, 384 pages, with ratings of several thousand products, the Buying Guide is an invaluable shopping companion. Every member gets a copy of the Guide with his membership.

BREAD & BUTTER reports each week on new and predicted price and quality changes in consumer goods, interprets Washington legislation as it affects consumers, reports government regulations and actions on the consumer front, advises on food buying and preparation.

SUBSCRIPTION FEES are \$4 a year, which includes subscription to the Reports and Buying Guide and Bread & Butter; \$3.50 without Bread & Butter (for foreign and Canadian memberships add 50¢). Reduced subscription rates are available for groups of 5 or more

(write for details). Library rates, for the Reports and Bread & Butter without the Buying Guide issue, are \$3.50; for the Reports alone, \$3.

Membership involves no obligation whatsoever on the part of the member beyond the payment of the subscription fee.

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Black Is The Color

In prohibition days, lots of very, very good people who shrank back in horror—publicly—at the mention of bootlegging and speakeasies, still enjoyed their quiet little drink among friends. Today, lots of good people who deplore—publicly—the evils of the black market, nevertheless enjoy their quite big steaks without points, in the privacy of their homes.

Too many citizens and public officials wanted their liquor, or profited from its sale, or were under political pressures from bootleg interests, to provide the setting for effective enforcement of prohibition. Does a parallel situation affect today's black market? Insofar as public officials are concerned, a positive answer is unavoidable. Certainly there is no real evidence that those who have the power to initiate or take effective action are honestly trying to *wipe out* black markets.

Insofar as the majority of the people are concerned, however, the situation is by no means the same as in prohibition days. Prohibition resulted from the temporarily successful efforts of the minority to impose their moral standards on the entire population. But the black market is essentially a mechanism for depriving those in the lower income brackets of their fair share of available supplies for the benefit of those in the higher income brackets.

It was possible for the people to wipe out the corrupting influence of prohibition simply by repealing it. But it's not possible to repeal the scarcities that make black markets. Nor is it enough to sit back and wait until full civilian production ends both scarcities and black markets. It's not only a question of low-income families being deprived of the goods they need. Black markets have grown to the point where they threaten to open the gates to an inflation far more serious than anything we've had—inflation that can slow the winning of the war, destroy the well-being of millions of fixed-income families, and add to the already overwhelming burdens of postwar readjustment.

Gnaw at the problem as we will, we cannot avoid the conclusion that many persons high in government like the black market. Take the members of Congress, for example. Can they seriously doubt that every dollar spent on the enforcement of OPA price and rationing regulations returns ten-fold dividends to American families? Yet, instead of demanding that OPA put more and more enforcement agents on the job, and spend as many millions of dollars as necessary for the protection of both consumers and honest business concerns, the majority of the members of Congress do their best to keep down OPA appropriations. We don't know their motives. But whatever the motives, the results are the same.

Or consider the responsible government officials. They know that black markets flourish as they do because millions of consumers patronize them. Why have these officials failed to make full use of the many available techniques of public information and persuasion to keep consumers from supporting the black markets—the techniques that sell so many billions in War Bonds each year? If, in the place of the piddling efforts now being made to inform consumers, the full power of the radio, press, screen and pulpit were used in a concentrated and frequently-repeated drive, the black markets could surely be held in check. What are the motives of the government officials in failing to take decisive action? Whatever they are, the results are the same.

Perhaps a little investigating by some of the Congressmen and officials who are not indifferent is in order,

Consumer Reports

"FACTS YOU NEED
BEFORE YOU BUY"

"Because it was established for the very purpose of aiding families to buy wisely, to avoid waste and to maintain health and living standards, and because it is the largest technical organization providing such guidance, Consumers Union recognizes a special responsibility to the nation. In full awareness of that responsibility, we pledge ourselves to do everything in our power to help Americans as consumers make the greatest possible contribution to the national need."—FROM A RESOLUTION ADOPTED ON DECEMBER 10, 1941, BY THE DIRECTORS.

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REPORTS ON PRODUCTS

Ratings of products represent the best judgment of staff technicians or of consultants in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Even with rigorous tests, interpretation of findings is a matter on which expert opinion often differs. It is Consumers Union's pledge that opinions entering into its evaluations shall be as free from bias as it is possible to make them.

TAN without BURN

... takes time and patience. The use of a good sunburn preventive can help in the process. Here CU rates 49 brands in terms of the degree of protection they offer

Wartime shortages seem to be reflected in scantier and scantier bathing suits and play clothes this season, with the result that more square inches of skin than ever before are being exposed to the Summer sun. As a result, those who take a large dose of sunshine on their first trip to the beach are likely to wake up the following morning with a larger-than-ever dose of painful sunburn.

There are two ways to avoid such an experience. The first requires considerable self-control; it calls for a short exposure to sunshine the first day, then gradually increasing doses as the skin becomes accustomed to the sun's rays. It is not always practicable, for many persons have a chance to get to the beach only at long intervals, and it's difficult to leave or to cover up after the first fifteen minutes. The second technique calls for the use of a good sunburn preventive.

CU's tests of 49 brands of sunburn preventives showed that about two-thirds of the widely-sold brands—29 brands—could be relied upon to give reasonably complete protection against sunburn. Sixteen others gave partial protection; they would probably be adequate for those who tend to tan rather than to burn, or

for relatively short exposures to the sun. The remaining four brands offered practically no protection.

MECHANISM OF SUNBURN

Why do some people tan, while others go through a cycle of burn-and-peel throughout the Summer? It's a matter of the amount of pigment they have under the skin. Those having a substantial amount of this latent sunburn-preventive pigment can tan without burning provided they take their sunshine in graduated doses. Those having very little pigment (light-skinned persons), and those with the pigment distributed unevenly (persons who freckle) need greater protection against the sun's burning rays.

The sun gives off a great variety of rays, but only the invisible ultra-violet portion of these rays contributes to tanning or burning. That's why you don't get sunburned through ordinary window-glass, which cuts off most of the ultra-violet portion of the sun's spectrum.

It's also possible to get a bad case of sunburn in the shade. For water, sand and other bright surfaces are capable of reflecting the burning ultra-violet rays, even though a beach umbrella or awning may cut off the

direct rays of sunshine.

The intensity of the burning rays varies at different times of the day. The perpendicular rays of the sun at midday are stronger than the oblique rays of morning or afternoon.

Sunburn preventives, to be effective, must be used with discrimination. Their protection is far from permanent, and to assure safety they should be reapplied every hour or so, and certainly after they have come into contact with water, as after swimming or severe perspiration.

AVAILABLE PROTECTION

The available sunburn preventives come in various forms: thin lotions, oils and creams. The water-soluble lotions "disappear" after they have been applied, and have the advantage of being invisible and non-sticky. On the other hand, they may be drying to the skin, and it is difficult to know where they have been applied, so that you may find—too late—by the presence of a burned stripe on an otherwise unburnt area that some strategic spots of your skin have been overlooked in application. Furthermore, they are washed off completely with perspiration or bathing.

Oily ointments are somewhat messy to use, and many leave the skin sticky, so that particles of dirt and sand adhere to the skin after application. But it's easy to see, when you are using them, whether the skin area is fully covered. And they are less readily washed off in water and with perspiration.

Most sunburn preventives rely on a "sun screen" for their effectiveness; they are transparent to visible light rays but not to the invisible ultra-violet which causes burning and tanning. Other types are opaque, shutting off both visible light and invisible ultra-violet rays. Some of the transparent screens act as only partial filters, allowing some of the rays to penetrate, though a portion is cut off. With these, it is possible to get a burn or tan, but only after considerably longer exposure than with unprotected skin. But discount the advertisements which assure you of "tan without burn." Rays which produce tan are very similar to those responsible for sunburn, and it is not possible to separate the two by means of chemical or mechanical screens.

Assuming that you want to spend some time in the sun, then, there are two ways in which you can graduate

your dose of burning rays: by exposing your skin for a limited time, then covering up with a lotion which affords virtually complete protection, or by applying a lotion which gives partial protection, and remaining covered with it throughout the exposure period. But in either case, don't continue exposure beyond the period when you can detect a faint pinkness on the skin. Remember that it takes an hour or more for the burn to show itself fully, and what may look pink during exposure may become, two hours later, an angry red.

DESIRABLE QUALITIES

In addition to offering protection from the sun, a good sunburn preventive should have certain other characteristics: it should be easy to apply evenly, should have satisfactory odor and color, and should not stain clothing with which it may come into contact. Preferably, it should be so packed and bottled that it has a minimum tendency to upset (squat bottles are best for this); bottle openings should not be so wide that you have a hard time taking a little at a time, nor should they be so narrow that you have to shake hard in order to get out the amount you need. Creams are most conveniently packed in tubes, preferably with caps attached. This keeps them free from contamination. Some persons may be sensitive to ingredients in some brands of sunburn preventives. As with other cosmetics, you should immediately wash off any sunburn cream which irritates your skin.

CU'S TESTS

In CU's tests, 49 brands of oils, lotions and creams were examined by both actual use and laboratory tests. In the laboratory tests, each product was poured into a cell of very small cross-section, then held before a source of ultra-violet (no visible) light, focused on a fluorescent screen. They were tentatively rated in terms of "full protection," "partial protection" and "no protection," depending on the penetration of the ultra-violet rays. All the brands were then subjected to use tests on five persons.

Each of the five "guinea pigs" had his back marked off into squares, and each brand of sunburn lotion was applied to one of the marked areas. The entire back was then ex-

posed to noonday sun for a period ranging from one to two hours, depending on the individual's susceptibility to sunburn (the skin types of the testers varied from extremely fair—the type which has so little pigment that it burns, but does not tan at all—to relatively dark—the type which tends to tan, and burns only after fairly long exposure). The arrangement of the different brands of creams was "staggered" so that the brands were spotted on different portions of the different backs. Several "control" squares were left on each back—some completely covered with an opaque substance, some completely exposed to sunshine. "Readings" of the degree of protection were made several hours after exposure, when the redness of the burned portions had fully developed.

With very few exceptions, the practical tests were in agreement with those made with the ultra violet fluorescent screens; there was excellent agreement in the results on the five persons making the use test. Where there was disagreement between the laboratory and the use tests, greater weight was given to the result of the use tests.

RATINGS

In the ratings which follow,

brands are grouped in terms of "Full Protection," "Partial Protection" and "Inadequate Protection." But keep in mind that no product can be counted on to do a good job of protection unless it is used with discretion. Usually this involves reapplication every hour or so, and after each swim. And the best all-around sunburn preventive remains a combination of a good sunburn preventive plus gradually increasing doses of sunshine, with the first exposure short.

Note that many brands are put out in more than one form, some oil and some lotion; some offering full protection and some offering little or none. Be careful to get the exact name of the brand and type you want when you buy.

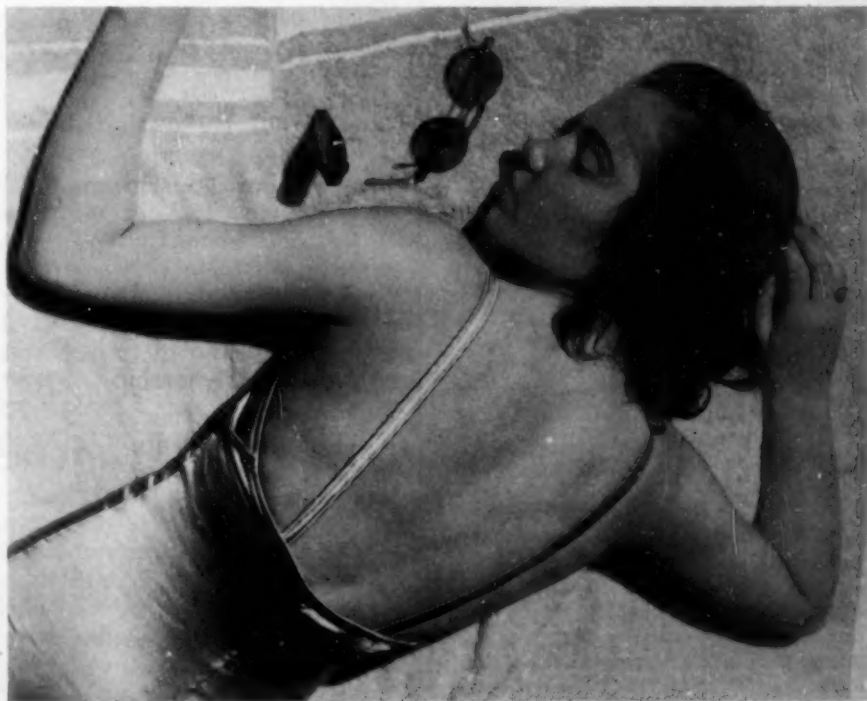
Ratings are in order of increasing cost per ounce within each group. Figures in parentheses represent cost per ounce. Prices are exclusive of 20% Federal tax.

ACCEPTABLE

FULL PROTECTION

Samoa Sunburn Balm (Whelan Drug Co., NYC). 39¢ for 6 oz. (6.5¢). Heavy lotion. Not the same as Samoa Suntan Oil (below). Available nationally at Whelan Drug Stores.

Macy's Scented Suntan Oil (R. H. Macy



It's pleasant while it lasts, but if you want to avoid the painful after-effects of overexposure to the sun, your best bet is a judicious combination of gradually-increasing exposure periods plus the use of a reliable sunburn preventive cream, oil or lotion.

& Co., NYC). 89¢ for 8 oz. (11.1¢). Not the same as **Macy's Sunbreaker Lotion** (below). Available at Macy's, Parkchester, N. Y.; Davison Paxon Dep't Store, Atlanta; La Salle & Koch Dep't Store, Toledo.

Gaby Suntan Lotion (Gaby Inc., Phila.). 50¢ for 4 oz. (12.5¢). Available nationally.

Skol (Skol Co., NYC). 79¢ for 6¼ oz. (12.6¢). Lotion. Available nationally.

Noxzema's Suntan Lotion (Noxzema Chemical Co., Baltimore). 39¢ for 3 oz. (13¢). Available nationally.

Perfection Sun Burn Lotion (Walgreen Co., Chicago). 50¢ for 3¼ oz. (15.3¢). Available nationally at Walgreen Drug Stores.

Primrose House Sun Screen Oil (Primrose House, NYC). \$1 for 6 oz. (16.6¢). Available nationally.

Primrose House Sun Screen Lotion (Primrose House). \$1 for 6 oz. (16.6¢). Available nationally.

Dorothy Gray Suntan Lotion (Dorothy Gray Ltd., NYC). \$1 for 6 oz. (16.6¢). Not the same as **Dorothy Gray Beach Oil** or **Dorothy Gray Sunburn Cream** (below). Available nationally.

Tussy Emulsified Sun-Tan Lotion (Lehn & Fink Products Corp., Bloomfield, N. J.). 50¢ for 3 oz. (16.7¢). Available nationally.

Jan (Jantzen, Portland, Ore.). 59¢ for 3 oz. (19.7¢). Heavy lotion. Available nationally.

Noil Liquid Sunshade (Norwich Pharmacal Co., Norwich, N. Y.). 60¢ for 3 oz. (20¢). Lotion; contained 70% alcohol. Available nationally.

Beauty Counselor Sun Tan Lotion (Beauty Counselors, Inc., Grosse Pointe, Mich.). 60¢ for 3 oz. (20¢). Available by mail order.

Sun-Sol (Augustin Reyes, Havana, Cuba). 89¢ for 4.4 oz. (20.2¢). Lotion.

Marie Earle Sun Tan Lotion (Rallet Corp., NYC). \$1 for 4.7 oz. (21.2¢). Not the same as **Marie Earle Suntan Oil** (below). Available nationally.

Nutan Lotion (Lentheric, NYC). 50¢ for 2 oz. (25¢). Available nationally.

Sun Oil Huile (Lentheric). \$1 for 4 oz. (25¢). Available nationally.

Helena Rubinstein Suntan Cream (Helena Rubinstein, Inc., NYC). \$1 for 4 oz. (25¢). Heavy lotion. Not the same as **Helena Rubinstein Sunburn Oil** or **Helena Rubinstein Liquid Sunshine** (below). Available nationally.

Smoothtan Cream (Charles of the Ritz, NYC). \$1 for 4 oz. (25¢). Not the same as **Smoothtan Oil** (below). Available nationally.

Avon Sun Cream (Avon Products, Inc., NYC). \$1 for 4 oz. (25¢). Heavy lotion. Available by mail order.

Barbara Gould Sun Beauty Cream (Barbara Gould, NYC). 75¢ for 3 oz. tube (25¢). Available nationally.

Sunfoe Cream (Schieffelin & Co., NYC). 25¢ for 1 oz. tube. Not the same as **Sunfoe Lotion** (below). Available nationally.

Coty Suntan Oil (Coty, NYC). \$1 for 3¼ oz. (26.6¢). Available nationally.

Squibb Sunburn Cream (E. R. Squibb & Sons, NYC). 49¢ for 1¼ oz. tube (28¢). Available nationally.

Translucid Sun-Filter Lotion (Houbigant, NYC). \$1 for 3½ oz. (28.5¢). Available nationally.

Jaqueline Cochran Suntan Lotion (Jaqueline Cochran, Roselle, N. J.). \$1.75 for 6 oz. (29¢). Available nationally.

Dorothy Gray Sunburn Cream (Dorothy Gray Ltd.). \$1 for 3¼ oz. (30.7¢). Heavy lotion. Not the same as **Dorothy Gray Suntan Lotion** (above) or **Dorothy Gray Beach Oil** (below). Available nationally.

Ardena Sun-Pruf Cream (Elizabeth Arden, NYC). \$1 for 3 1/16 oz. tube (30.8¢). Available nationally.

Germaine Monteil Tan-Pruf Lotion (Germaine Monteil, NYC). \$3.50 for 8 oz. (47.5¢). Available nationally.

PARTIAL PROTECTION

Protan Anti-Sunburn (Chemical Specialties Co., NYC). 29¢ for 4 oz. (7.3¢). Lotion. Available in N. Y., Penna., Fla.

Xpose Sun Tan Liquid (Walgreen Co.). 50¢ for 5½ oz. (9.1¢). Lotion. Available nationally at Walgreen Drug Stores.

Watch for . . .

Work on the following reports, among others, is either now under way or scheduled to begin soon:

Sewing Threads

Heating Your Home

Beer

Household Oils

Home Ownership

Tomato Catsup

Oleomargarine

Cocoa

Phonograph Needles

Household Bleach

"Thermos" Bottles

Samoa Suntan Oil (Whelan Drug Co.). 29¢ for 3 oz. (9.7¢). Not the same as **Samoa Sunburn Balm** (above). Available nationally at Whelan Drug Stores.

Noburn Sun Tan Oil (Chemical Specialties Co.). 39¢ for 4 oz. (9.8¢). Available in N. Y.

Macy's Sunbreaker Lotion (R. H. Macy & Co.). 47¢ for 4 oz. (11.8¢). Not the same as **Macy's Scented Suntan Oil** (above). Available at Macy's, Parkchester, N. Y.; Davison Paxon Dep't Store, Atlanta; La Salle & Koch Dep't Store, Toledo.

Gypsy Tan (United Drug Co., Boston). 50¢ for 4 oz. (12.5¢). Oil. Available nationally at Rexall, Liggett and Owl Drug Stores.

Dorothy Gray Beach Oil (Dorothy Gray Ltd.). \$1 for 6 oz. (16.6¢). Not the same as **Dorothy Gray Suntan Lotion** or **Dorothy Gray Sunburn Cream** (above). Available nationally.

Sunfoe Lotion (Schieffelin & Co.). 25¢ for 1½ oz. (16.6¢). Not the same as **Sunfoe Cream** (above). Available nationally.

Marie Earle Suntan Oil (Rallet Corp.). \$1 for 4.7 oz. (21.2¢). Not the same as **Marie Earle Sun Tan Lotion** (above). Available nationally.

Yardley Suntan Oil (Yardley, NYC). 85¢ for 3½ oz. (24.4¢). Available nationally.

Smoothtan Oil (Charles of the Ritz). \$1 for 4 oz. (25¢). Not the same as **Charles of the Ritz Smoothtan Cream** (above). Available nationally.

Delettretz Oils of Suntan (Delettretz, NYC). \$1 for 4 oz. (25¢). Available nationally.

Quinlan Sunburn Lotion (Kathleen Mary Quinlan, Inc., NYC). \$1 for 4 oz. (25¢). Available nationally.

Sutra Sunfilter Cream (Artra Cosmetics, Inc., Bloomfield, N. J.). 65¢ for 2 oz. tube (32.5¢). Available nationally.

Helena Rubinstein Sunburn Oil (Helena Rubinstein, Inc.). \$1 for 3 oz. (33.3¢). Not the same as **Helena Rubinstein Suntan Cream** (above) or **Helena Rubinstein Liquid Sunshine** (below). Available nationally.

Helena Rubinstein Liquid Sunshine (Helena Rubinstein, Inc.). \$1.50 for 3½ oz. (41.7¢). Lotion. Not the same as **Helena Rubinstein Suntan Cream** or **Helena Rubinstein Sunburn Oil** (above). Available nationally.

NOT ACCEPTABLE

The following brands gave little or no protection against sunburn:

Norwich Sun Tan Lotion (Norwich Pharmacal Co.). 53¢ for 3 oz. (17.7¢).

Elmo Motan Lotion (Elmo Inc., Philadelphia). \$1 for 4 oz. (25¢).

Elizabeth Arden Ideal Suntan Oil (Elizabeth Arden). \$1.25 for 4 oz. (31.3¢).

Tan and Protect (Frances Denney, Philadelphia). \$1.50 for 4 oz. (37.5¢). Lotion.

Instead of Stockings

... many women are turning to leg make-up, in this season of hosiery shortages. Many brands are satisfactory, CU's tests of 39 liquids and creams reveal, though others streak, water-spot or rub off on underwear and dress hems

Hosiery manufacturers have declared a truce in their perennial battle with the manufacturers of leg make-up. Rayon allotments are now lower than they have been at any previous time during the war, hosiery production is down to 50% of capacity, and even stocking manufacturers are suggesting that women go bare-legged for the Summer months. Add to that the fact that sheer rayon stockings have joined silks and nylons as pleasant dreams of the past, and you have a situation that would appear to be nothing less than a major boom for the manufacturers of the "cosmetic hosiery."

Such, strangely enough, is not the case. Though there is plenty of leg make-up on the cosmetic counters, there is surprisingly little advertising for it in the newspapers and magazines. And the trade reports that the leg make-up market reached its peak two seasons ago, and that sales have now leveled off.

DISCOURAGEMENTS MET

Perhaps this is a result of the fact that many women, having tried the liquid stockings once or twice, without notable success, became discouraged at the time and trouble it took to get a smooth, finished appearance, and never bothered to learn the technique for good application. Some users probably gave up when they got caught in a rain-storm with a non-water-resistant brand, and found their stockings running down their legs. And others probably decided that it was simpler, in the long run, to get a good coat of tan and let it go at that.

But a great many women still use liquid stockings, and many new converts are being added as the rayon stocking market deteriorates.

In its tests of 34 liquid and 5 cream stockings, CU found many changes—in most cases improvements—over the same brands when tested a year ago. Several which had

previously been unsatisfactory in appearance have become excellent; others which had been rated down because they lacked water-resistance now go through a rainstorm unblemished.

COSMETIC STOCKING TYPES

Most popular of the available cosmetic stockings are the thick, creamy liquids which result in a rather opaque, smooth film when properly applied. Somewhat less successful, in general, are the unstable suspensions of pigment in liquid, which separate into two layers on standing. The latter tend to dry more quickly than the creamy lotion-type, and are therefore somewhat more difficult to apply in a smooth, even layer. Often, too, they form a rather powdery coating, which must be buffed before wear. Little used currently is the clear, tinted liquid type, the finished appearance of which simulates a suntan rather than stockings. CU always considered these unsatisfactory, as they were extremely difficult to apply evenly, and were not at all resistant to water.

In addition to the liquids described above, some brands of leg make-up are in the form of creams, generally of heavy consistency. They are less messy to apply, and they won't spill over the bathroom or bedroom floor. Available brands are generally less satisfactory than the better liquids, however, in ease of application and appearance.

CU'S TESTS

Ratings of the 39 brands of liquid and cream leg cosmetics were based mainly on use tests by a group of six volunteers. Each tester applied the leg make-up in the morning, before work, and wore it throughout the day. Qualities on which the ratings were based included the following:

APPEARANCE: Each of the persons who wore the product was asked to pass judgment on its appearance—

whether it was smooth or streaky; whether it had a satisfactory or a powdery surface; whether it had adequate covering power. In addition, a laboratory technician made observations on appearance.

EASE OF APPLICATION: Each tester was asked to note the time required to put on the "stockings," and to comment on the ease of application. Application times varied somewhat from brand to brand and from one individual to another, but in most cases an experienced user required three to five minutes a pair.

TENDENCY TO RUB OFF: Cosmetic stockings which rub off on slips, dress hems and upholstery are a nuisance, to say the least. Observations were made on each brand to note this tendency.

WATER RESISTANCE: At best, a pair of cosmetic stockings can go through a rainstorm, and emerge good-as-new after drying. At worst, rain or perspiration dissolves them away, and they run down into the shoes, leaving behind a sorry mess. In between are those which do not run, but show "rings" where the water has touched. Nor is rain the only enemy of a pair of liquid stockings which are not water-resistant. Crossing the legs on a sticky Summer day or even allowing water to drip from the hands after washing may have disastrous effects on non-waterproof liquid hose. To check on water resistance, technicians dripped water on a smoothly-applied film of the make-up, allowed it to dry, then noted the appearance. Even on the best brands, however, care must be taken to avoid touching the wet cosmetic if spots are to be avoided.

HOW TO PUT THEM ON

Failure to apply correctly is one of the chief causes of failure with liquid stockings. But a few simple precautions, a little experience, and a good brand should result in the

sleek, professional appearance they have on the legs of the department-store demonstrator. Here are the rules:

The legs must be free of hair. Application of a leg cosmetic makes hair on legs much more noticeable; furthermore, the make-up tends to streak and cake when hair is present. You can achieve the desired smoothness most easily by shaving, which, contrary to popular belief, does not make the hair coarser. Or, if you prefer, you can use a depilatory.

Pour a small amount of the lotion into the cupped palm, then apply it in long, even strokes, from the foot to above the knee. Keep stroking lightly until you feel the substance becoming dry. Then let it dry thoroughly before allowing the made-up legs to come into contact with anything. Be sure to fill in the hollows around the ankle, heel and knee, and behind the knee, otherwise your cosmetic stocking will show "holes." If you are wearing open sandals without "foot socks," don't neglect the toes, the edges of the soles and the under-portion of the heel.

Instructions for the application of the cream make-ups vary from brand to brand. On a good brand, a satisfactory job can generally be done with a damp—not wet—cosmetic sponge.

Some brands are improved in appearance by buffing—but only after they are completely dry—with the hands or with a soft cloth. This gives them a slight sheen and brushes off any excess powder. But buffing won't even out streaks resulting from uneven application.

Take your "stockings" off by washing them with soap and water each night. Even the most resistant of them is not guaranteed to stand up under a hot, disturbed sleep, and bedclothes tend to take on a "cosmetic tan." If you want to save your towels, do the washing-off with soap, warm water, washcloth, rubbing and rinsing; the stockings won't come off completely until you towel them if you do a casual soap-and-water wash.

RATINGS OF BRANDS

Since many all-around good brands are available nationally, CU rated as "Acceptable" only those which passed all the tests; that is, they had good appearance, were resistant to water, did not rub off on clothing, and were easy to apply.

Note that the ratings which follow apply only to the colors tested. There is some indication that in certain cases there is a difference in water-resistance among different colors of the same brand.

The ratings are in order of increasing cost per ounce (figures in parentheses) within each group, exclusive of the 20% Federal cosmetics tax. The amount required for a "pair of stockings" varies somewhat from brand to brand, and with the size of the area to be covered, but in general, one ounce is enough for four applications.

LIQUIDS

ACCEPTABLE

The following brands had good appearance, did not rub off or water-spot:

Filene's Own Leg Make-Up (Wm. Filene's Sons Co., Boston). 89¢ for 1 pt. (5.6¢). Available at Filene's Dept Store, Boston.

Miner's Liquid Make-Up, Golden Mist (Miner's, Inc., NYC). 47¢ for 6 oz. (7.8¢). Available nationally.

Tussy Show-Off, Medium Shade (Lehn & Fink Products Corp., Bloomfield, N. J.). 50¢ for 6 oz. (8.3¢). Available nationally.

Macy's Hose-Tex, Pongee (R. H. Macy & Co., Inc., NYC). 74¢ for 8 oz. (9.3¢). Available at Macy's Dept Store, NYC.

Dorothy Gray Leg Show (Dorothy Gray Ltd., NYC). \$1 for 10 oz. (10¢). Available nationally.

Rose Laird Leg Tone, Light Rusglo (Rose Laird, NYC). 94¢ for 8 oz. (11.7¢). Available in N. Y., New England, Central States and Calif.

Chantrey Leg-Tone (L. Bamberger & Co., Newark, N. J.). \$1 for 8 oz. (12.5¢). Available at Bamberger's Dept Store, Newark.

Charles of the Ritz Leg Make-Up, Gosamer (Charles of the Ritz, NYC). \$1

for 6 oz. (16.7¢). Available nationally.

Frances Denney Leg Makeup Film (Frances Denney, Philadelphia). \$1 for 6 oz. (16.7¢).

Chiffon Liquid Hosiery, Bandana (Primrose House, NYC). \$1 for 6 oz. (16.7¢). Available nationally.

Alexandra de Markoff Cosmetic Stocking, Light Sheer (Alexandra de Markoff Salon, NYC). \$1 for 6 oz. (16.7¢). Available nationally.

Velva Leg Film, Sun Bronze (Elizabeth Arden, NYC). \$2 for 12 oz. (16.7¢). Available nationally.

Avon Leg Make-Up, Golden Tan (Avon Products, Inc., NYC). 69¢ for 4 oz. (17.2¢). Available by mail order.

Marie Earle "Perfection" Leg Make-Up, Dark (Rallet Corp., NYC). \$1 for 4.7 oz. (21.3¢). Available nationally.

Nina Stockings Out of a Bottle (Produits Nina, Inc., NYC). \$1 for 4 oz. (25¢). Available nationally.

NOT ACCEPTABLE

The following brands, though satisfactory in appearance, either rubbed off or water-spotted, or both in CU's tests. Note comments:

Duration Leg-Do, Honey-Beige (Lehn & Fink Products Corp.). 50¢ for 8 oz. (6.3¢). Fairly good appearance but rubbed off and water-spotted slightly.

Plat-num Make Up Stocking, Suntan (Plat-num Labs, NYC). 10¢ for 1½ oz. (6.7¢). Good appearance but rubbed off slightly and water-spotted. Had a disagreeable odor.

Mavis Liquid Hose, Dull Bronze (V. Vivaudou, Inc., NYC). 25¢ for 3 oz. (8.3¢). Good appearance but rubbed off and water-spotted.

Sutton Leg Color, Bronze (Sutton Cosmetics, Inc., NYC). 59¢ for 6 oz. (9.8¢). Good appearance but water-spotted, showed perspiration spots.

Perlac Liquid Make-Up, Sun-Gay (Perlac Products Co., NYC). 59¢ for 6 oz. (9.8¢). Good appearance but rubbed off.

Venida Liquid Hosiery (Rieser Co., NYC). 59¢ for 4 oz. (14.8¢). Good appearance but water-spotted and rubbed off.

Charbert Leg Make-Up, Light Bronze (Parfums Charbert, NYC). \$1 for 6 oz. (16.7¢). Good appearance but rubbed off and water-spotted slightly.

Jacqueline Cochran Leg Make-Up, Beige (Jacqueline Cochran, Roselle, N. J.). \$1 for 6 oz. (16.7¢). Good appearance; did not rub off but water-spotted.

Sheertone Stockings, Hawaii Tan (Elizabeth Rae-Lamont, NYC). \$1 for 6 oz. (16.7¢). Good appearance but rubbed off slightly and water-spotted. Showed perspiration spots.

Seventeen Skinthetic Leg Make-Up, Light (Maison Jeurelle, Inc., NYC). \$1 for 6 oz. (16.7¢). Good appearance; did not rub off but water-spotted.

Aquacade Leg Lotion, Stocking Shade (Helena Rubinstein, Inc., NYC). \$1.50 for 8 oz. (18.8¢). Fairly good appear-



ance but rubbed off slightly and water-spotted.

Goubaud Leg Film (Goubaud of Paris, Inc., NYC). 75¢ for 4 oz. (18.8¢). Good appearance; did not rub off but water-spotted. Showed perspiration spots.

Kay Daumit Su-do Stockings, Rio Tan (Kay Daumit, Chicago). \$1 for 4 oz. (25¢). Good appearance but rubbed off and water-spotted. Dries quickly, and must be applied quickly.

Lentheric Soft Focus Leg Make-Up (Lentheric, NYC). \$1 for 4 oz. (25¢). Good appearance but rubbed off and water-spotted.

The following brands are not generally recommended for the reasons stated:

Lorr Leg Tan, Natural (Lorr Labs, Paterson, N. J.). 23¢ for 3 oz. (7.7¢). Fair appearance, tended to streak; rubbed off and water-spotted.

Liquid Leg-Charm, Sun Tan (Facial Products, Inc., Chicago). Montgomery Ward Cat. No.—1759. 56¢ (tax included) plus postage for 4 oz. (14¢). Fair appearance, powdery; rubbed off badly and water-spotted.

Daggett & Ramsdell Leg Make-Up (Daggett & Ramsdell, NYC). \$1 for 6 oz. (16.7¢). Fair appearance, powdery even after buffing; rubbed off and water-spotted.

Leg Silque Liquid Stockings, Beige (Langlois Inc., Boston). \$1 for 6 oz. (16.7¢). Fair appearance, very powdery even after buffing; rubbed off and water-spotted slightly.

Du Barry Leg Make-Up, Tropical (Richard Hudnut, NYC). \$1 for 5 oz. (20¢). Fair appearance, powdery even after buffing; rubbed off and water-spotted.

CREAMS

ACCEPTABLE

Minute Stocking Film (Helena Rubinstein). \$1 for 3¼ oz. (30.8¢). Generally unsatisfactory when used according to directions. Good appearance and much easier to apply when small amount of cream was rubbed slightly into the palms of damp hands and applied to legs with long even strokes. Did not rub off or water-spot.

NOT ACCEPTABLE

Kay Daumit Su-do Stockings, Rio Tan (Kay Daumit). \$1 for 3½ oz. (28.6¢). Rather heavy cream, difficult to apply. Generally unsatisfactory.

Macy's Hose-Tex Cream, Pongee (R. H. Macy & Co., Inc.). 69¢ for 7 oz. (9.9¢). Good appearance; did not rub off but water-spotted. Thinner than other creams tested.

Sheertone Stockings, Sunglo (Elisabeth Rae-Lamont). \$1.50 for 2¼ oz. (66.6¢). Difficult to apply. Fair appearance, poor covering power; did not rub off but water-spotted.

Sylcon Cream Hose, Medium (Hirsch Labs, Toledo, Ohio). 25¢ for 1 oz. Generally unsatisfactory.

Rolling Your Own

... always a popular past-time in some circles, has been filling a real need during cigarette-famine days. CU consultants here rate popular brands and types of cigarette rollers, and give some facts on what they do

Long before the days of the cigarette shortage, "rolling your own" was a widespread practice. And as the "tailor-mades" became scarcer and scarcer, many additional manpower hours were devoted—with more or less skill—to the art of home cigarette making.

COST MAY BE HIGH

Rolling your own may or may not be more economical than buying the ready-made type. A pack of standard-size store-bought cigarettes contains about an ounce of tobacco. If you pay more than the price of a pack for an ounce of tobacco, you're obviously losing money on the deal. The price of tobacco, bought loose, varies from a few cents to about 40¢ an ounce.

You may or may not get a better smoke if you do your own rolling. Connoisseurs go in for special blends and special varieties, claiming superiority for their personal mixtures. As with all such things it's a matter of personal choice. CU can report that well-made cigarettes can be produced quite easily with some of the gadgets now on the market.

ROLLER AND STUFFER TYPES

Cigarette makers are of two main types—the "rollers" and the "stuffers." The former are subdivided into compact and "breadboard" designs. Roller makers have a fabric "apron" or strip running around one or more rollers. The apron is depressed, making room for the tobacco and cigarette paper, and, as this elementary mechanism is manipulated, a cigarette is "rolled" with results that may be anything from excellent to completely useless. A cigarette roller can be made compact enough to slip unobtrusively into a handbag or vest pocket (you'll still require tobacco and papers), or it can be expanded

into a clumsy gadget (the breadboard type) resembling a miniature printing press. None of the breadboard type was found "Acceptable" in CU's tests.

CIGARETTE SIZE

The main disadvantage of the roller design is lack of uniformity in the size of cigarette produced. Difference in size may result in the same maker—from one cigarette to the next—owing to variations in the amount of tobacco and the rolling technique. Similar discrepancies exist between different samples of the same model as a result of minor mechanical variations—length of apron, thickness of apron, tightness of bearings, etc. However, some roller models, such as the *Betta*, tend to make the same size cigarette each time. Slight changes in diameter will probably be of importance only to the individual who exhibits his product,



Best in all-around performance among rollers tested was the compact, 25¢ cigarette roller shown above. It required 30 seconds per cigarette.

or to the smoker who uses a cigarette holder. If you use a holder, try to get a cigarette maker which consistently turns out standard-size cigarettes.

In the stuffer type, the tobacco is forced into a tube of cigarette paper—either factory-produced or made from flat papers at home, with the aid of a forming-rod of the correct size. As these tubes are patterned to standard diameter, the product, if otherwise satisfactory, will be uniform and can be used in cigarette holders. Cigarette makers take cigarette papers of standard length—not “king” size.

EXPERIENCE REQUIRED

All of the acceptable makers will work with flake (such as *Bull Durham*) and regular shredded cigarette tobaccos. Most of the combination pipe and cigarette tobaccos can also be used in the roller types, though the product may suffer somewhat in appearance and smoking satisfaction. Instructions must be followed carefully, and some practice is essential to turn out a good cigarette even from the best cigarette maker. Printed directions are usually inadequate (when they are present at all). If practical, a few minutes tutoring by the salesman should be requested. If a demonstration is available, check for size and general quality of the product—a reasonable degree of firmness, uniform shape, size, ab-



The stuffer-type “Unique,” shown above, made the best cigarettes of the models tested, but it took a minute and a half per cigarette.

sence of wrinkles (a smooth cigarette), absence of fold-under (part of the paper folding instead of rolling) and fringes (excess tobacco sprouting out from the ends). Fringes are normal with some of the stuffer types, and clipping off with a pair of scissors is part of the cigarette-making chore.

CIGARETTE PAPERS

There is little choice in the way of cigarette papers. Those obtained free with purchases of tobacco are just as good and often better (owing to perfect flatness) than the purchased book-type. Only gummed papers should be used with cigarette makers, and in buying the book type or loose papers, make sure the gummed edge is not excessively curved, a condition which makes it difficult to moisten and may prevent a satisfactory seal. Book papers are sometimes difficult to remove, leaving a rough edge which does not feed easily into the maker. “Breaking” the book—bending it wide open—at several places, will make it easier to remove the individual papers. Most papers burn with considerable ash. The same applies to the paper on the commercially-made cigarettes. The difference, however, is that they use only about two-thirds as much paper.

RATINGS

Cigarette makers were rated first on the quality of the cigarette produced, and secondly on ease of operation. Construction was given third consideration from the point of view of how long the cigarette maker would stand up. Time required to make cigarettes influenced ratings to a minor degree as a factor involving labor and patience apart from ease of operation. Time checks were made toward the end of the test period, when the operators were thoroughly familiar with the cigarette makers. They will provide a fair idea of how long it should take to make a good cigarette after the producer has become experienced. Average time for all makers was 56 seconds—for “Acceptable” rollers, 35 seconds, and “Acceptable” stuffers one minute and 30 seconds.

The ratings below are given in order of over-all merit, but individual factors such as portability, uniformity of product, time, etc., may recommend purchases without regard to tabulated position.



The “Cig-Jig,” a cheaper version of the stuffer-type, also makes excellent cigarettes, but its construction is less durable.

ACCEPTABLE

(In estimated order of quality)

The Cigarette Maker (Manufacturer not given; purchased at Landau's, 132 Nassau Street, NYC). 25¢. Compact roller-type. Construction fair; portability excellent. Good directions given; easy to operate. Made very good cigarettes, though there were some variations in size, and some fringes. Time per cigarette, 30 seconds.

Macro (Macro Manufacturing Co., Muskegon, Mich.). 35¢. Compact roller, similar to **The Cigarette Maker** (above), except for slightly better construction, and slightly more variable product.

Unique (Unique Cigarette and Tube Co., Long Island City, N. Y.). \$3.25 with 100 cigarette tubes and ½ lb. tobacco. (Prices of tubes, about 8¢ a hundred.) Stuffer type, with metal tube and plunger. Good construction; good directions given. Portable, but required use of scissors to trim. Fairly easy to operate. Cigarettes excellent—uniform and standard size. Overpriced. Time per cigarette, 1 minute 30 seconds.

Betta (Betta Cigarette Roller Co., Akron, Ohio). 45¢. Semi-compact roller-type. Several models examined differ in minor details, but construction generally good. Rather bulky for a pocket-size machine, and somewhat clumsy to operate. Fairly good directions given. Size of cigarette produced varies somewhat from sample to sample. Good samples turned out cigarettes comparing favorably with commercial cigarettes. Time per cigarette, 40 seconds.

Cig-Jig (Herner Matterson Co., Seattle). 35¢. Stuffer type. Wood and cardboard construction; not likely to be durable. Fairly good directions given. Portability excellent except for danger of plunger's breaking. Easy to operate. Made standard-size cigarettes of excellent quality. Time per cigarette, 1 minute 30 seconds.

Rol-a-Cig (Manufacturer not given). 35¢.

Compact roller-type. Well-built; portability excellent. Directions fairly good; easy to operate. Cigarettes produced tended to be over-sized, with fringes and wrinkles; relatively unsatisfactory. Time per cigarette, 30 seconds.

Axton Fisher (Axton Fisher Tobacco Co., Louisville, Ky.). 35¢. Semi-compact roller, similar in appearance to the **Betta** (above), but not nearly so satisfactory. Construction only fair. Clumsy to operate. Cigarettes tended to wrinkle. Time per cigarette, 45 seconds.

NOT ACCEPTABLE

The Real McCoy (The Real McCoy Cigarette Rollers, Chicago). 50¢. Compact roller, somewhat similar to **Macro** (above). Construction satisfactory, but design poor. Machine oversize for standard cigarette papers, resulting in excess fringes. Product wrinkled and off-size. Time per cigarette, 30 seconds.

Marvo (Melaire Distributing Co., NYC). 39¢. Compact roller-type. Construction fair, but difficult to operate and produced inferior cigarettes. Time per cigarette, 55 seconds.

Tom Thumb (Royale Trading Co., NYC). 25¢. Compact roller-type. Very poor fiber construction, and consequently difficult to operate. Fair cigarettes. Time per cigarette highly variable.

Ciggie Maker (C.M.F. Co., East Orange, N. J.). 49¢. Stuffer type. Glass construction, breakable. Very clumsy to operate, and practically impossible to make passable cigarettes. Time per cigarette, 1 minute 35 seconds.

Jiffy Roller (Campbell Co., Chicago). 29¢. Very similar to **Ciggie Maker**

"ACCEPTABLE" CIGARETTE MAKERS

In order of quality of cigarettes

Unique
Cig-Jig
Betta
Cigarette Maker
Macro
Axton Fisher
Rol-a-Cig

(above), and "Not Acceptable" for the same reasons.

Tailor Made Roller (Housing Co., Van Dyne, Wisc.). \$1. Breadboard-type roller. Construction good, but made poor cigarettes when it produced them at all.

Cig-O-Matic (Manufacturer not given). \$1. Breadboard-type roller. Construction shoddy, careless and defective. Operation cumbersome. Cigarettes produced much oversized. Time per cigarette, 45 seconds.

Ezy-Roll (Manufacturer not given). 25¢. Stuffer-type, fitting into a bag of tobacco (of **Bull Durham** type). Construction poor; clumsy in operation. Result very unsatisfactory. Time per cigarette, 1 minute 30 seconds.

Easy Roller (Aero Engineering and Manufacturing Co., Chicago). 45¢. Breadboard-type roller. Cheap, wooden construction. Produced very small, crinkled cigarettes. Time per cigarette, 55 seconds.

The Real McCoy (The Real McCoy Cigarette Rollers). \$1. Breadboard-type roller. Folded metal frame of crude construction. Too narrow to hold standard-size cigarette papers. Pro-

duced very poor cigarettes. Time per cigarette, 45 seconds.

Rap-I-Do (F and H Manufacturing Co., Los Angeles). 39¢. Breadboard-type roller. Flimsy, sheet-metal construction. Difficult and clumsy to operate. Produced very poor cigarettes. Time per cigarette, 1 minute 23 seconds.

Zip-Roll (Sears, Roebuck). 40¢. Very compact cigarette maker, in wooden case containing also cigarette paper and tobacco. Construction fragile. Could not be made to produce cigarettes in CU's tests.

JELLIED SOUPS

... offer a pleasing variation for the jaded Summer palate. CU's taste tests cover eight brands

If you want to make cold jellied soups the easy way this Summer, you can do it with no more effort than it takes to put a can into the refrigerator for a few hours. Or, if opening a can seems to take too much effort when the thermometer is high up the scale, you can use a dehydrated product, which is mixed with water, then solidified in the refrigerator.

Plain consommé, consommé madrilène and turtle consommé were included in the eight brands tested. Most contained vegetables, meat or meat extract, tomato, seasoning and gelatin. All of them could be used not only in the jellied form as soups, but also as bases for jellied salads or aspics or, when heated, as hot soups.

Tasters were served unidentified samples of the soups, prepared according to instructions, and were asked to rate them as "Good," "Fair," or "Poor." The soups were served two or three at a time, and each brand was served to each taster at two different times.

In the ratings which follow, the brands are listed in order of descending taste preference. CU suggests that you try brands near the top of



The semi-portable, roller-type "Betta" (above) is somewhat clumsier than the more compact rollers, but it's the best of the rollers insofar as quality of cigarette is concerned. Time per cigarette: 40 seconds.

the list to find those which your family prefers.

ACCEPTABLE

(In order of preference)

Express Jellied Consommé Madrilène Mix (Express Food Corp., NYC). 45¢ for 4 oz. Made 16 portions. Available nationally.

"Steero" Jellied Consommé (American Kitchen Products Co., Ozone Park, N. Y.). 40¢ for 10 oz. can. Triple strength. Required addition of two cans of water to contents. Available nationally.

Ancora Turtle Soup (Moore & Co. Soups, Inc., NYC). 28¢ for 10 oz. can. Available nationally.

White Rose Consommé Madrilène (See-man Bros., Inc.). 14¢ for 12 oz. can. Available nationally.

Souplets Jellied Consommé (American Dietetics Co., Inc., Yonkers, N. Y.). 35¢ for 2½ oz. Made 10 portions. Available nationally.

Campbell's Consommé Soup (Campbell Soup Co., Camden, N. J.). 16¢ for 10½ oz. can. Available nationally.

Beech-Nut Consommé Madrilène (Beech-Nut Packing Co., Canajoharie, N. Y.). 14¢ for 12 oz. can. Available nationally.

Lily White Jellied Green Turtle Consomme (R. H. Macy & Co., Inc., NYC). 26¢ for 13 oz. can. Available at Macy's Dep't Store, NYC.

of sugar and syrup or powder required when made up according to the directions on the labels.

Strawberry

GOOD

Blumas Strawberry Flavored Syrup (Blumoon Food Products, Inc., Brooklyn, N. Y.). 25¢ for 20 oz. (1.3¢). True fruit flavor. Available nationally.

FAIR

Kool-Aid Imitation Strawberry Flavored (Perkins Products Co., Chicago). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Available nationally.

Punch ade Imitation Strawberry Flavor Base (Cosmo Packing Co., NYC). 16¢ for 8 fl. oz. (1.3¢). Syrup; required addition of sugar.

Kesel Imitation Strawberry Syrup (Kesel Products, NYC). 25¢ for 1 pt. (2¢).

Virginia Dare Instant-Aid Imitation Strawberry Flavor Base (Virginia Dare Extract Co., Brooklyn, N. Y.). 8¢ for 1½ fl. oz. (1.2¢). Syrup; required addition of sugar. Available nationally.

Fla-Vor-Aid Imitation Strawberry Flavored (Jel Sert Co., Chicago). 5¢ for 1 oz. (1.4¢). Powder; required addition of sugar. Available nationally.

POOR

Frute-Ade Imitation Strawberry Syrup (Atlantic Food Packing Co., Trenton, N. J.). 29¢ for 1 pt. (2.3¢).

Raspberry

GOOD

Za-Rex A Pure Fruit Flavored Raspberry Syrup (S. C. Clayton Co., Boston). 29¢ for 1 pt. (2¢).

Mrs. Bauer's Natural Fruit Raspberry Syrup (Farmersfriend Products, Inc., NYC). 40¢ for 12 fl. oz. (3.7¢). Available nationally.

Blumas Raspberry Syrup (Blumoon Food Products). 25¢ for 20 oz. avd. (1.3¢). Available nationally.

FAIR

Au Gourmet Pure Raspberry Syrup (Meyer & Lange, NYC). 45¢ for 12 oz. (3.8¢). No directions given on label. Cost for 8 oz. serving based on use of 2 tablespoons of syrup to 1 cup of water. Available in N. Y. and New England.

POOR

Kool-Aid Imitation Raspberry Flavored (Perkins Products Co.). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Flavor improved with use of more sugar than directed.

Fruit Drinks

... may be a disappointment unless ingredients are up to par. Better consult these taste ratings of 43 fruit drink bases before you put in a supply

A tall, cool fruit drink is apt to evoke mouth-watering thoughts on a warm Summer day. But sometimes the pleasant anticipation ends up in a rather sticky actuality. CU's series of taste tests on cold drinks prepared from 43 syrups, concentrates and powders gave an average rating of "Fair" to the majority, with something like a third of them rating "Good" and the remaining seventh classed as "Poor." Strawberry, raspberry, cherry, grape, orange and lemon-lime were the flavors tested in several brands; in addition, one brand each of "punch," root beer, lemon, lime and pineapple was included.

THE TASTE JURY

Tests were done by the "taste panel" method, with a jury of eight to eighteen (in most cases, ten) persons, tasting and passing judgment on unidentified samples of the prepared drinks. Two questions were asked of the tasters: was the flavor generally good, fair or poor; and was the drink too sweet, not sweet enough, or just right. Each drink was served at least twice. On the first round, it was prepared in accordance with the instructions given by the manufacturer. But where the consensus of the tasters was that the drink had been too sweet or not

sweet enough, too concentrated or too dilute, the finished product was modified on the next go-round in accordance with the majority opinion. The ratings which follow are based on the tests when the drinks were made in accordance with the instructions. Where modification (with more or less sugar, more or less syrup) resulted in improvement, this is noted.

Generally the ingredients of these fruit drinks include true or imitation fruit and fruit flavor or oils of citrus fruits; sugar; citric, tartaric or phosphoric acid; and benzoate of soda. According to the Federal Food and Drug Administration "true fruit flavor" may be applied only to products made with fruit juice. Others made from oils of citrus fruits may be called "flavors." All others are "imitation flavors." All the fruit drinks were simple to prepare—some merely requiring the addition of water (or club soda, if desired); others requiring sugar and water.

The ratings are based on decreasing taste score within each flavor group. The figures in parentheses indicate the cost for an average 8 oz. serving. Where the recipe required the addition of sugar, the cost was figured on the basis of 6¢ for one pound of sugar. All prices for an 8 oz. serving are based on the amount

Dainty-Maid True Fruit Syrup (Allied Fruit & Extract Co., Inc.; NYC). 40¢ for 2 lb. (0.4¢).

Punch ade Imitation Raspberry Flavor Base (Cosmo Packing Co.). 16¢ for 8 fl. oz. (1.3¢). Syrup; required addition of sugar.

Fruite-Ade Imitation Raspberry Syrup (Atlantic Food Packing Co.). 29¢ for 1 pt. (2.3¢).

Cherry

GOOD

Punch ade Imitation Cherry Flavor Base (Cosmo Packing Co.). 16¢ for 8 fl. oz. (1.3¢). Syrup; required addition of sugar.

Fla-Vor-Aid Imitation Cherry Flavored (Jel Sert Co.). 5¢ for 1 oz. (1.4¢). Powder; required addition of sugar. Available nationally.

FAIR

Virginia Dare Instant-Aid Imitation Cherry Flavor Base (Virginia Dare Extract Co.). 10¢ for 1½ fl. oz. (1.4¢). Syrup; required addition of sugar. Available nationally.

Kool-Aid Imitation Cherry Flavored (Perkins Products Co.). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Available nationally.

Blumas Cherry Syrup (Blumoon Food Products). 25¢ for 20 oz. avd. (1.3¢). True fruit flavor. Available nationally.

Dainty-Maid True Fruit Syrup (Allied Fruit & Extract Co.). 40¢ for 2 lb. (0.4¢).

Grape

GOOD

Fla-Vor-Aid Imitation Grape Flavored (Jel Sert Co.). 5¢ for 1 oz. (1.4¢). Powder; required addition of sugar. Available nationally.

Punch ade Imitation Grape Flavor Base (Cosmo Packing Co.). 16¢ for 8 oz. (1.3¢). Syrup; required addition of sugar.

Virginia Dare Instant-Aid Imitation Grape Flavor Base (Virginia Dare Extract Co.). 10¢ for 1½ fl. oz. (1.4¢). Syrup; required addition of sugar. Available nationally.

Sunny California Concord Grape Flavored Beverage Base (Food Beverage Industries, Inc., Chicago). 49¢ for 16 oz. (4¢). Syrup. True fruit flavor.

Kool-Aid Imitation Grape Flavored (Perkins Products Co.). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Available nationally.

Orange

GOOD

Virginia Dare Instant-Aid Orange Flavor Base (Virginia Dare Extract Co.). 10¢ for 1½ fl. oz. (1.4¢). Syrup; re-

quired addition of sugar. Available nationally.

FAIR

Sunny California Orange Flavored Beverage Base (Food Beverage Industries). 49¢ for 16 oz. (4¢). Syrup. True fruit flavor.

Blumas Orange Syrup (Blumoon Food Products). 25¢ for 20 oz. avd. (1.3¢). True fruit flavor. Available nationally.

Kool-Aid Orange Flavored (Perkins Products Co.). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Available nationally.

Za-Rex A Pure Fruit Flavored Orange Syrup (S. C. Clayton Co.). 27¢ for 1 pt. (1.9¢).

Fla-Vor-Aid Orange Flavored (Jel Sert Co.). 5¢ for 1 oz. (1.4¢). Powder; required addition of sugar. Available nationally.

POOR

Freshie Orange Beverage Base (Sunway Fruit Products, Chicago). 4¢ for ½ oz. (1.3¢). Powder; required addition of sugar. True fruit flavor.

Lemon-Lime

GOOD

Kool-Aid Lemon-Lime Flavored (Perkins Products Co.). 5¢ for 1¼ oz. (1.7¢). Powder; required addition of sugar. Available nationally.

FAIR

Za-Rex A Pure Fruit Flavored Syrup (S. C. Clayton Co.). 28¢ for 1 pt. (1.9¢).

Dainty-Maid True Fruit Syrup (Allied Fruit & Extract Co.). 40¢ for 2 lb. (0.4¢).

Blumas Lemon & Lime Syrup (Blumoon Food Products). 25¢ for 20 oz. avd. (1.3¢). Available nationally.

Virginia Dare Instant-Aid Lemon-Lime Flavor Base (Virginia Dare Extract Co.). 5¢ for 1½ fl. oz. (1.1¢). Syrup; required addition of sugar. Flavor improved with use of more sugar than directed. Available nationally.

Miscellaneous Flavors

GOOD

Za-Rex Punch (S. C. Clayton Co.). 33¢ for 1 pt. (2.3¢). Pure fruit flavored syrup containing raspberry, strawberry and orange juices and raspberry, grape and cherry pit flavors.

Blumas Pineapple Syrup (Blumoon Food Products). 25¢ for 20 oz. avd. (1.3¢). True fruit flavor. Available nationally.

Virginia Dare Instant-Aid Root Beer Beverage Base (Virginia Dare Extract Co.). 6¢ for 1½ fl. oz. (1.1¢). Syrup; required addition of sugar. Available nationally.

FAIR

Freshie Lemon Beverage Base (Sunway Fruit Products). 4¢ for ½ oz. (1.3¢). Powder; required addition of sugar. True fruit flavor. Spotty national distribution.

Freshie Lime Beverage Base (Sunway Fruit Products). 4¢ for ½ oz. (1.3¢). Powder; required addition of sugar. True fruit flavor.

Care of Kitchenware

It's always important, but particularly so these days, when replacement is difficult or impossible. And proper care is no more difficult than improper, once the routine is set

Proper care of kitchenware means a longer and more useful life for them. And, since systematic good care is generally easier—once the routine is set up—than poor kitchen practice, you stand to profit both ways. The suggestions which follow are based on recommendations of government agencies.

POTS AND PANS

Don't let dirty pots accumulate; whenever possible, clean them immediately after each use. Before

washing, remove excess grease with a paper towel and scrape off accumulations of food with a rubber scraper or a wooden spoon. When this is done, soap and water, used with a dish cloth or mop, is generally sufficient to do the washing job.

When it is not possible to wash pots and pans immediately after use, do the scraping job anyway, and run water into them to prevent food particles from drying and caking.

Some types of pots and pans should not be subjected to too sudden tem-

perature changes; enamel, earthenware and glass may crack; thin metal may buckle. Start cooking with a low flame, and increase it after the pot has become warm. Allow them to cool gradually before washing.

ALUMINUM: Washing immediately after use is especially important for aluminum, for aluminum—particularly cast aluminum—has a tendency to pit. For the same reason, it is not advisable to store foods in aluminum utensils. Pitted aluminum is not only unsightly, but it is difficult to clean.

Cast aluminum pots should be thoroughly dried and preferably stored uncovered, otherwise they tend to develop odors or pitting.

The inside of an aluminum pot sometimes becomes discolored. To remove this stain (which, incidentally, is not harmful), boil something slightly acid, such as a little vinegar or cream of tartar in water, in the pot. The same effect may be obtained by cooking an acid food, such as tomatoes or tart apples. Badly discolored aluminum should be scoured with fine steel wool. Never use a strong alkali, such as soda in water or scouring powder, as these cause pitting.

BRASS OR COPPER: Discoloration, or dirt which does not respond to soap and water may be removed with a combination of hot vinegar and salt or lemon rind and salt. Fine steel wool causes scratching; for a high luster, use a metal polish.

CHROMIUM: This metal is sometimes used as an outside coating for pans, trays, toasters, waffle irons, and serving dishes. Do not use an abrasive polish, as the chromium coating wears off easily. A damp cloth or soap and water, followed by gentle rubbing with a soft cloth will give a high luster.

IRON: Dry iron utensils thoroughly, otherwise they will rust. Rust will also form if water or food is allowed to stand in iron pans, therefore they should not be used for storage or allowed to soak in the sink.

Unless an iron utensil is labeled "preconditioned," it should be conditioned before use by heating an unsalted fat or oil in it.

If rust forms on iron, it can be removed with steel wool or scouring powder, but the pan should be reconditioned after such scouring.

STAINLESS STEEL: Soap and water will

remove most of the soil, but if it does not, a fine steel wool or scouring powder may be used.

TINWARE: Tinware is simply sheet iron, coated with a very thin covering of tin. Since this coating is thin, tinned pans should never be scoured, otherwise the base metal will be exposed and the pan will tend to rust. Soil not removed with soap and water will generally respond to a few minutes' boiling with water to which a little soda had been added. Always dry tinned utensils thoroughly before storing.

ENAMELWARE: The enamel coating is brittle, therefore special care must be taken to avoid dropping or banging the pot, or subjecting it to sudden change in temperature. Do not use abrasives for cleaning. Dried-on or burnt food which can not be removed with plain soap and water can be loosened by boiling a little soda and water in the pan.

EARTHENWARE AND GLASS: Aside from the obvious breakage precautions, special care should be taken not to subject dishes made of these materials to sudden changes in temperature. They should be allowed to cool before they are washed. Don't put dishes just off the stove or out of the oven on a wet or very cold surface; don't handle them with a wet pot holder.

Some earthenware and glass can be used on top of the stove; some is for oven use only. Ovenware will break if it is subjected to the heat of a direct flame.

Soap and water are generally adequate for cleaning; when necessary, a fine scouring powder, a strongly alkaline soap or TSP (tri-sodium phosphate) may be used.

GALVANIZED IRON: The feathered-looking zinc coating, used generally for pails and garbage cans, is thin and easily removed by scouring. When this happens, the iron base is exposed and rust results. Kitchen garbage pails should be protected with a newspaper lining, so that only washing with soapy water will be needed. Pails should be thoroughly rinsed with soapy water after use, then drained dry.

SERVICE DISHES

Porcelain, china and earthenware are the common types. Though they have somewhat different characteristics, all need about the same care in handling.

STORAGE: Dishes which nest firmly can safely be stacked, though for complete protection of the "best" dishes, it's safest to alternate the dishes with flannel or soft paper pads. While hooks are a convenient means for storing cups, they result in high mortality of handles. Most cups are not so shaped that they can be nested safely. It is generally best to store them on shallow shelves, built between the shelves of regular cupboards. Standing serving platters on edge behind the rest of the dishes is not safe unless there is a groove or a guard to keep them from slipping down as the dishes in the front are removed.

WASHING: Sudden temperature changes tend to cause cracking or crazing of vitreous ware; it is therefore advisable to wash and rinse in water of about the same temperature, rather than to use warm water for washing, followed by a scalding rinse. A rubber or cloth mat, placed in the dishpan and on the drainboard, will protect the dishes from chipping. A rubber tip over the water faucet will give additional protection.

Don't use harsh soap, scouring powder or steel wool on dishes; they spoil the surface and may take off the trimming. If you scrape (with a rubber scraper) and soak dishes immediately after use, washing will be made much easier.

KNIVES

Knives are for cutting food, not for opening cans, scraping off paint, cutting wire or bone, or screw-driving. Don't use a knife for stirring food or for scraping burnt food from a pan; this damages both knife and pan. Don't put a knife into a flame; it will lose its temper and cannot be kept sharp thereafter.

Keep good kitchen knives in a grooved knife rack which permits each knife to hang in its own compartment rather than in a drawer where jarring against other utensils will injure the edge.

Badly nicked knives should be re-ground and sharpened by a reliable cutlery or hardware store. You can keep a good knife sharp with a carborundum or oilstone or a steel sharpening rod. Rub the knife edge fairly flat against the stone or rod, and move the knife in the direction toward the cutting edge, not away from it. This will help you get a smooth, razor-like edge, rather than a chisel-shaped one. Some commercial

wheel-type sharpeners give a very temporary chisel edge; if they are used at all, they should be used only on cheap paring knives. Complete re-grinding is needed to restore a really good edge after they have been used.

To avoid cutting your hand when scouring a knife, it's a good idea to scour with a cork, dipped first into water, then into scouring powder.

TOASTERS

Brush out crumbs with a soft paint brush, kept just for this purpose. If your toaster has a removable crumb tray, it can be taken out and washed. But never wash the toaster as a whole. A soft, damp cloth, wrung out of soapy water, may be used to wipe the outside. Don't probe around the inside of the toaster with a fork or other sharp instrument, and don't shake it vigorously to remove adhering particles; you may damage the wiring. Anything that won't brush off should be allowed to stay—but there won't be any such adherent material if you use and clean your toaster properly.

To this end, don't toast raisin bread; the raisins often fall out and stick on the wiring, sometimes causing permanent damage. Don't put sandwiches or buttered bread into the toaster; the spread will drip and may damage the wires.

MIXERS

If you have a mixer with variable speeds, it's best to start it slowly, then speed it up gradually. Don't overburden it with too stiff or too much mix; you can tell when the mixer is overloaded by the fact that it slows down, and the motor gets hot quickly. When adding new ingredients to a mix, it is advisable to slow the mixer temporarily; you can speed it up again after the materials have been blended. To keep dry powders—flour and baking powder—from clogging up the motor air vents, add them slowly, a spoonful at a time, to the outside edge of the bowl. A rubber spatula or scraper should be used to scrape batter down from the side of the mixer bowl when the machine is in motion. Mixer bowls are not generally heat-resistant; be careful about pouring hot liquids into them while they are cold.

After use, remove the blades, but do not whack them against the side of the bowl to remove excess batter; a sharp shake will do almost as effective a job. Wash the blades immediately after use. Don't put them into

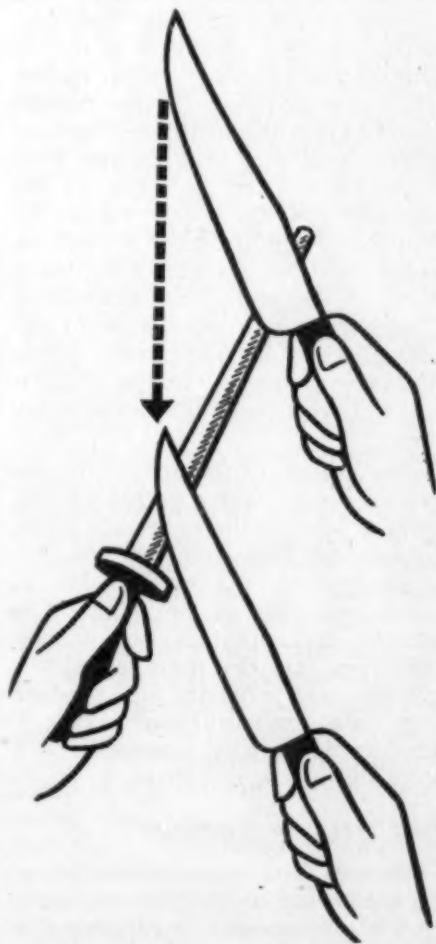
the dishpan with other dishes; the blades may bend out of shape. Don't wash the stationary parts of the mixer; just wipe them with a damp cloth. When the mixer is not in use, coil the cord inside the bowl and cover the entire unit with a cloth or other cover.

Lubricate the motor regularly, following the manufacturer's instructions.

EGG BEATERS

Don't use your beater to mix a heavy batter; this may cause the gears to jump a cog and, if mixing is continued, permanent damage to the gear teeth may result. If the gears do jump and don't return by themselves, they should be slipped back into mesh carefully by hand.

Wash the beater blades immediately after each use, but try to keep water off the oiled gear teeth. Dry blades carefully to prevent rust. Don't whack the beater against the side of the bowl; this damages both beater and bowl. Hang the beater up by the handle when it is not in use



In using a rod sharpener, draw the knife, edge first, from tip to handle.

to avoid damage to the blades, which may result from contact with other utensils in a drawer.

COFFEE MAKERS

A clean coffee-maker is essential to good coffee. The inside of the coffee-maker should be thoroughly washed with soapy water and carefully rinsed after each use. Special brushes are available for cleaning specially-shaped bowls and spouts; use them. If your pot uses a cloth filter, wash the filter thoroughly in clear hot water after each use. Don't use soap on the cloth, as it may leave an unpleasant taste. Occasionally, the filter cloth should be washed with or boiled in soda and water. Cloth filters are best kept in a jar of clear water between uses.

Don't allow coffee-makers to boil over or to boil dry. Depending on the type of pot, such negligence may burn out the heating element or break the bowl; in any event, the messy residue is hard to clean up.

It's a good idea to clean a glass or china pot with soda every now and then, to remove all traces of rancid residue. When this is done, just substitute a spoonful of soda for the coffee, and proceed as usual. Aluminum coffee pots should be scoured inside with steel wool; don't use soda on them.

PRESSURE COOKERS

Don't jar the pressure gauge unduly, and don't immerse it in water. It is advisable to have the gauge checked about once a year, or at any time when the pointer does not return to zero after it has cooled. County extension agents are generally able to do this checking, or you can return the gauge to the manufacturer of your cooker for checking. In using the cooker, let it come to the desired pressure, then hold it there by regulating the heat; don't let pressure go up and down.

Clean and dry the safety valve after each use of the cooker. If the safety gauge is combined with a pet-cock which releases steam, it should be kept clean by means of a fine brush, or a string or a piece of cloth can be drawn through it.

Remove the lid of the pressure cooker when storing it, and either store the lid upside-down over the cooker, hang it up separately, or store it right side up on a shelf. Never allow water or liquid to stand in the cooker after it has been used for processing.

HEALTH AND MEDICINE

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CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.

THE MENOPAUSE

CU's Medical Adviser discusses the psychological and physical aspects of this difficult phase in a woman's life

There comes a time in the life of every woman when she must face the fact that her reproductive or child-bearing period is over. A change in the character of the menstrual flow or its complete cessation is often the first symptom of this "change of life." The term "menopause" (Latin, *MEN*, month + *PAUSIS*, cessation) refers strictly to the cessation of the menses. The more inclusive term "climacteric" (Greek, *KLI-MAKTER*) refers to the entire series of physical and psychological changes associated with the termination of the reproductive period.

THE TIME VARIES

In most women, the change occurs at some time between the ages of 45 and 50; but it can occur before 40, and may not begin until after 50. Just why these variations occur is not known. Nor, for that matter, is it known just why the "change" comes at a certain period of life, or what, if anything, can be done to postpone it. Removal of the ovaries by operation will, of course, bring it on rapidly. When this is done, the menses cease, and the characteristic physical and mental symptoms appear.

In both natural and induced menopause, there is a change in the hormone balance of the body. The "gonadotropic" hormone (one having influence on the ovaries) of the pituitary gland continues to be secreted, but

the ovaries lose their accustomed sensitiveness to this hormone, and they fail to secrete "progesterin" and the female sex hormone "estrogen." As a result of the absence of these hormones, changes take place in the vagina, uterus, breasts and other tissues. The extent and pace of these changes varies a great deal in different women. Many show very little change, even many years after the onset of the menopause. Quite a few women retain their "youthfulness" for as long as ten or fifteen years after the menopause. A frequently-cited example of a youthful aging woman is the famous French wit and beauty, Ninon de Lenclos, who, at the age of 65, is said to have aroused the love of many men.

The change in the activity of the ovaries occurs over a period varying from a few months to several years. In fact, the hormones may continue to be secreted at a level too low to induce menstruation, but sufficient to prevent the appearance of flushes, headaches, etc. In some cases, the ovaries even continue to produce eggs, though menstruation has ceased. This explains why conception can occur during the menopause.

TWO TYPES OF SYMPTOMS

Most of the symptoms accompanying the menopause fall into two main groups: "vasomotor" symptoms and "nervous" symptoms. The former include flushes, sweats, palpitation, diz-

ziness or faintness and some types of headaches. The latter include emotional irritability, anxiety, weakness, depression, etc.

Although there is a deficiency of ovarian hormones after the onset of the menopause, it has not been proved that either group of symptoms is caused solely by the deficiency of hormones. In fact, the cause and the mechanism for the development of menopausal symptoms are unknown. Despite the lack of knowledge, however, much can be done to relieve the symptoms that are frequently so distressing.

Natural and synthetic estrogen hormones can relieve much or all of the vasomotor symptoms. The skilled administration of "stilbestrol" or of some other estrogen hormone has brought new courage and hope to many middle-aged women. While proper medical supervision is necessary to avoid some of the temporary ill effects that occasionally occur with the administration of hormones, there is no justification for the fear of cancer as the consequence of the prolonged use of estrogen hormones.

The beneficial effects of estrogen can be obtained from small doses of stilbestrol, taken by mouth. Injection methods are becoming more and more unnecessary; there is no proof that they have any advantage over the cheaper synthetic tablets of stilbestrol. However, the psychological value of injections for some women cannot be denied.

RELIEF OBTAINABLE

Following the isolation and synthesis of the pure sex hormones by chemists, doctors have been able to give a great deal of comfort to women in menopause, mainly through the influence of these hormones on the vasomotor symptoms. Doctors have also been able to relieve some of the milder nervous symptoms through the judicious use of sedatives. Sometimes simple reassurance relieves mild nervous symptoms.

But most doctors have little or no training in psychiatry, and therefore may be confused by some of the more serious nervous or psychological changes that occur occasionally during the menopause. Mood disturbances, new sexual urges or inhibitions, and personality changes are some of the common psychological problems in menopause that the practicing doctor may be confronted with. And he will not understand or be

able to manage these problems until his education as a physician is really complete, so that he knows how to use not only stilbestrol, but also psychotherapy as a special technique in medical treatment.

The branch of psychotherapy known as psychoanalysis has produced almost all of the insight that we have into the mechanism of emotional and personality changes during menopause. The discoveries of Freud and his followers have enabled the psychiatrists to understand the human mind in its normal and abnormal aspects in the same dynamic manner that the discoveries of Harvey, Virchow, Pasteur and others have enabled doctors to understand the biology and pathology of the human body.

Probably the first psychological reaction to the appearance of the menopause is the appearance, revival or strengthening of a feeling of insecurity and inferiority. Almost all women have been conscious since childhood of a feeling of inferiority—produced, it is believed, by subconscious reaction to the fact that they were born without the sex organs of the man.

In addition to this biological fact, our society promotes attitudes that reinforce the feeling of inferiority. In effect, we say to women that they are made only to preserve the species through child-bearing, to be beautiful, and to satisfy the sexual needs of man.

Throughout her life, the average woman takes for granted that she must accept second place to the male in all fields of activity. Or, if she is not conscious of this feeling of inferiority, she behaves as though she were. Unconsciously, the inferiority feelings profoundly influence a woman's behavior (see "Frigidity," Reports, July 1944). With the onset of the menopause, the feelings of insecurity often appear, are awakened anew, or are intensified. With the absence of the menses, the woman senses a devaluation of herself both as a bearer of children and as an object of sexual gratification. This perception of a loss of genital function, of a waning of what she considers her most precious assets—feminine charm and beauty—in the eyes of her husband or other men, causes a feeling of anxiety.

More or less unconsciously, a defense against this feeling of anxiety and insecurity is attempted by the psyche and personality of the woman.

The defense against the threatened loss of femininity takes different forms in different women, depending on their personalities and their life histories. Some women may feel a strong urge to become pregnant and to re-experience motherhood. "Despite the urgency of other important life interests, despite their absorption in the problems of their grown-up children, often even against their conscious will, they give life to one or two late-born children—before the closing of the gates, so to speak."¹

Other women turn to new activities or to occupations outside their homes. They take up politics or art, or revive some long-forgotten hobby or vocation. The new direction of activity set in motion by the threatened loss of the child-bearing function often brings out valuable talents and capacities, formerly concealed or submerged by the woman's role as

¹ Helene Deutsch, M.D., "Psychology of Women," Vol. 2 (Grune & Stratton, NYC, 1945)

mother and sex-object, which society seems to insist should be her main or sole functions. The decline in ovarian function can and often does become the signal for the emergence of a woman as a fully-participating citizen in her community. Many women, through new activities, demonstrate that they are not merely animals for the bearing of children or the giving of sexual gratification, but that they also possess higher brain centers and a complicated emotional life that can find expression in many useful activities unconnected with motherhood or sexual intercourse. It is unfortunate that so many women do not begin their lives as citizens until the menopause. It may be said, in passing, that no society can be considered truly progressive unless it gives the woman opportunity for the fullest development of her intellectual and emotional resources from her earliest years.

The hormone changes associated

"Youth" in Cosmetics

The use of salves or beauty ointments containing estrogen hormones has not been proved to have any real value in "restoring youth." And there is no clear evidence that their use will beautify the skin or help the recapture of "youthful charm." The potential harmful effects of unsupervised hormone treatment with creams must also be recognized. In connection with these hormone cosmetics the Council on Pharmacy and Chemistry of the American Medical Association said recently:

"Today cosmetic preparations are advertised to the general public with the claim that they produce favorable changes in the human skin rather than merely alter its appearance. The advertising claims that the use of such cosmetics will remove wrinkles, make the skin more soft and pleasant to observe and change older looking persons to younger appearing, attractive and even glamorous people.

"Some promoters incorporate hormones, such as estrogenic hormones. Others use impressive statements about lanolin, carbamide or some so-called special stimulating factor. The end result, regardless of the product and the sales approach, is the same—a useless outlay of considerable sums of money by purchasers who still believe in the development of 'miracle' compounds that can be used safely

with the assurance that their hopes for beauty and health will be fulfilled. . . .

"Authorities in the field of endocrinology have stated that there is no published and acceptable evidence that age changes and wrinkling are consequences of estrogen deficiency or that estrogen therapy in women who are known to be deficient in ovarian secretion produces changes in the skin; nor is the deficiency of ovarian activity to be compared in importance with skin changes due to exposure, lack of care, malnutrition and many systemic diseases. . . .

"Certainly the Council has not received satisfactory evidence on absorption, sensitivity, systemic effects, local beneficial effect, toxicity, relation of age, physical factors such as illness, and other factors. Until these and other studies have been completed, made public and found reproducible by unbiased investigators, there can be little honest reason to indulge in the promiscuous sale of hormone-containing cosmetics. Perhaps lack of such evidence is one of the reasons why promoters have not presented their preparations for Council consideration. Can financial gain be dominating humanitarian interests? If this is true, then there is no excuse for the widespread use of hormone-containing cosmetics."

with menopause do not mean that a woman is losing her capacity for the enjoyment of sexual relations. The urge to sexual satisfaction, the sexual needs of a woman, are independent of these hormonal changes. There is no reason why a woman cannot enjoy sexual relations for many years after the onset of the menopause. As Dr. Deutsch remarks, "sexual excitability outlasts reproductive capacity by a long time. My observations of a considerable number of women in early and late climacterium [menopause] confirm the truth of Princess Metternich's answer to the question: 'When does a woman cease being capable of sexual love?' She replied: 'You must ask someone else, I am only sixty.'"

Not all women can effectively sublimate their lost child-bearing functions in social, intellectual or artistic activity. Some rebel so violently against the threatened loss of femininity that they behave in various abnormal ways. They may go through a kind of second puberty with all the yearnings, dissatisfactions and fantasies marked by that period. Excessive sexual drives may reveal themselves (and cause trouble for the aging husband). Other women may escape to an ascetic mode of life, and lose all interest in sexual relations. Or frank neurotic symptoms, perhaps latent throughout earlier years, may appear or be intensified. Gastro-intestinal and heart symptoms may appear without any real disease of these organs. Feelings of hypochondria may become apparent for the first time.

Mood changes associated with feelings of inferiority may be quite troublesome in some women. The over-aggressive dominating type of mother seems more susceptible to prolonged moods of depression and self-accusation. When a depression or melancholy state does not respond to treatment by a physician, it is essential to obtain skilled psychiatric treatment. "Involutional melancholia" is a term for a very severe form of depression and agitation occurring after menopause. It can be relieved or cured by modern methods of shock treatment.

(The influence of the female and male sex hormones on the nervous symptoms of menopause and on sexual activity in men and women will be discussed in the next issue of the Reports. The question, "Is there a male menopause?" will also be discussed.)

NEWS AND INFORMATION

What Is Happening to Radio Broadcasting?

by Clifton J. Durr

Radio has become a powerful instrument, taking an important place in every home and changing many of the patterns of American life. Who is wielding this instrument, and with what guiding principles? What is happening to radio over the years, and what are the prospects for the future? What needs to be done to improve radio broadcasting? These questions, of immediate concern to every one of us, are discussed in the following article by Commissioner Durr of the Federal Communications Commission.

Radio broadcasting is one of our fastest growing industries, and the greatest period of its growth seems to be ahead of it rather than behind it. However, it is far from being an infant industry. The industry is celebrating 1945 as its twenty-fifth anniversary, but a few broadcasting stations were on the air even longer than twenty-five years ago. Broadcasting is old enough to have demonstrated its potentialities; it is also old enough for an appraisal of its performance in the light of these potentialities.

The early days of broadcasting were days of glorious promise. Here was the greatest instrument of mass enlightenment and entertainment ever conceived by the mind of man. Through its use, the remotest sections of the country could be kept in moment-to-moment touch with the news of the nation and of the world. The finest symphonies and grand operas could be carried beyond the diamond horseshoe, and even beyond the galleries, into the most modest homes. Merely by turning the dials of their receivers, residents of cross-road villages would be able to hear theatrical performances in the distant metropolitan centers. Equally important, broadcasting could provide a means by which each community could enjoy its own local talent. Education and religion could be brought beyond the schools, colleges, and

churches into the daily lives of the American people. Just as the whole nation could become one town hall for the discussion of crucial national issues, so, as the occasion might arise, it could be broken up into many smaller town halls for the discussion of State, county, and municipal problems, or of national problems from the local viewpoint. With the birth of broadcasting, Thomas Jefferson's dream of a truly informed democracy seemed on the threshold of fulfillment.

It was early recognized that an instrument with such capacity for shaping human thinking and emotions could be dangerous as well as beneficent, and that safeguards would be required to assure that it should be neither wasted nor misused. It should not be permitted to fall into the hands of individuals or groups to be used for their own selfish purposes, nor should individuals or groups be permitted to monopolize it and thereby place themselves in position to impose their own particular ideas and opinions upon the American people and exclude ideas unacceptable to their way of thinking or contrary to their interests.

To these ends Congress, in the Radio Act of 1927 and the Communications Act of 1934, erected a plan of statutory safeguards. Title to all radio channels was specifically reserved to the people; only the use of

the channels was opened to station owners. Licenses authorizing such use were to be granted only to applicants able to demonstrate their qualifications and their intention of using the publicly owned channels "in the public interest, convenience, and necessity." Before receiving a license, every applicant was first required by law to sign "a waiver of any claim to the use of any particular frequency, or of the ether, as against the regulatory power of the United States." The licensing agency was forbidden to license any station for a period longer than three years, and it was expressly provided that all applications for renewal of existing licenses "shall be limited to and governed by the same considerations and practices which affect the granting of original applications." Thus, the licensee was required to show at intervals of three years or less the same proof of operation in the public interest required of a new applicant; and a newcomer desiring to enter the field was afforded a statutory opportunity of taking over the use of the frequency of any licensee who should fail to discharge his public responsibility.

SAFEGUARDS IN LAW

These safeguards against private misuse of the ether are still on our statute books, as is the Congressional safeguard against overweening power on the part of the regulatory agency. Section 326 of the Communications Act provides:

"Nothing in this Act shall be understood or construed to give the [Federal Communications] Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

Such was the promise of radio during its early days, and such the safeguards which were erected. How far are we today toward realizing that promise, and how well have those safeguards achieved their purpose?

News is brought to remote sections of the country, but more than one-third of the continental area of the United States, having a population of more than 10,000,000 people, is still without any daytime broadcasting service, and more than one-half of the area, containing more than 21,000,000 people, must rely on a relatively inferior or "secondary"

service at night. These people living in the sparsely settled rural areas where the need for broadcasting is greatest are without service because it is not deemed financially profitable to serve them.

Operas and symphonies are brought into many modest homes, but night after night the average listener may roam his dial from top to bottom in a vain search for good music which is not interrupted at annoying intervals by the professional exhortation of the commercial announcer.

Educational broadcasts are heard at times, but of the 121 school and college stations which were on the air in 1925, only 23 non-commercial educational stations remain, the frequencies of the others having passed into the hands of commercial operators; and the educational programs which were at one time carried by commercial stations have been largely shoved off the air by commercial programs or relegated to hours when the listening audience is small.

Sermons and religious services are brought from the churches into the homes, but not always as a public service; religion itself is being commercialized; much or most of the religious broadcasts are charged for at the rates applicable to body deodorants and neutralizers of acid stomachs.

Some broadcasters have made their stations local outlets for their communities and have produced worthwhile programs through the use of local talent, but the average broadcasting station has become little more than a sub-distributor of network programs and a player of mechanical recordings.

Public issues are discussed on the air, but good public forum programs are few and a large percentage of these either have or are seeking sponsors who will use them as a vehicle for the sale of their wares.

Broadcasting has become a highly effective medium for political campaigning, but, again, political issues are seldom brought before the people as a public service; time for their presentation is usually charged for at rates in excess of those paid for advertising soaps or laxatives.

FOR PUBLIC BENEFIT

In 1925 Herbert Hoover, then Secretary of Commerce, stated a fundamental conception of broadcasting which was then generally accepted:

"The ether is a public medium, and its use must be for public benefit. The

use of radio channels is justified only if there is public benefit. The dominant element for consideration in the radio field is, and always will be, the great body of the listening public, millions in number, countrywide in distribution."

Today a new and different conception of broadcasting seems to be arising which is asserted with increasing frequency and frankness. It is exemplified in a recent statement by the president of one of our major networks:

"We are selling time for one specific reason, and that is to sell goods, manufactured by American manufacturers, to the public."

MEASURE BY BALANCE SHEET

The American people who were to be instructed and entertained by this great new medium are coming more and more to be regarded as a mere audience to be "delivered" to the advertisers. The president of the National Association of Broadcasters, in summarizing the great accomplishments of radio during 1944 and predicting an even greater year for 1945, said:

"This has been a great year for radio and 1945 will be a better one, judging by the prospects. One must consider balance sheets to measure the progress of radio. For balance sheets represent an index to the medium's effectiveness."

This same statement, it is true, recognized that "radio has other responsibilities, interwoven with the welfare of the people of the world," but the balance sheet remains as the "measure" of progress and the "index" to effectiveness.

By the balance sheet measure, the progress of radio has indeed been impressive. In 1927, the gross time sales of all networks and broadcasting stations together was less than \$5,000,000. In 1944, they amounted to nearly \$392,000,000, an increase of 8,000 per cent in less than eighteen years. Profits have similarly met the balance sheet test. In 1943, the networks and broadcasting stations reported net income, after deducting all expenses including depreciation, but before Federal income taxes, of approximately \$66,500,000. This represented a return of considerably more than 150 per cent per year on the depreciated value of their tangible assets devoted to broadcasting.

A radio publication recently carried the brief story of a newspaper publisher who also operates a radio

station. "Some time ago," says the story, "he bought a radio station for less than \$50,000, to run in conjunction with his daily newspaper. Today, he reports, 95 per cent of his *investment* is in the paper, but 95 per cent of his *income* is from the radio station."

Radio stations are today changing hands at prices reminiscent of the stock market boom of the '20's. Many are bringing from four to ten times the value of all their assets, and prices are often excessive, even in relation to the present high earnings, indicating a belief on the part of the purchasers that the profit ceiling is not yet in sight.

REWARD OR EXPENSE?

Are these enormous profits, earned through the use of radio frequencies belonging to the people, the reward for public service well rendered, or are they rather obtained at the expense of public service? An examination of recent program logs for a few of these stations, selected at random, may suggest the answer.

Station A is located in a city of between 500,000 and 1,000,000 population. It is licensed to use one of the best of the broadcasting channels and to utilize 50,000 watts of power—the maximum permitted for a standard broadcast station. At one time this station had its own symphony orchestra, dinner orchestra, string quartet, dance orchestra, and even its own opera company—but that was in the early days of broadcasting. The station has since passed into absentee corporate control. According to its program log for a week in 1944, 87.5 per cent of its time during the hours between 8:00 a.m. and 11:00 p.m. throughout the week was devoted to commercial programs and only 12.5 per cent to sustaining (i.e., non-commercial) programs. Most of the sustaining programs were on Saturday and Sunday; on the other days, commercial programs occupied fourteen out of the fifteen hours. During the best listening hours, from 6:00 to 11:00 p.m., 96.9 per cent of the time was commercial throughout the week. From 2:00 p.m. to 11:00 p.m. Monday through Friday, inclusive, not a single sustaining program was broadcast. In addition to its commercial programs, the station broadcast during the week between 8:00 a.m. and 11:00 p.m., 329 commercial spot announcements or "plugs" between its programs, as compared with only six

non-commercial or public service announcements. During the week, it carried nine hours and fifty minutes of "religious" programs, of which nine hours and twenty minutes were paid for at commercial rates. This does not include an additional two hours a week of network programs which used religious hymns and Bible dramatizations as a vehicle for the sale of a nationally advertised commercial product. Nearly two-thirds of the religion broadcast was "canned" religion, mass produced and shipped into the community on transcription platters.

In 1943, Station A's broadcasting revenue amounted to approximately \$1,000,000. Thirty-nine per cent of this was sufficient for the payment of all expenses, including depreciation, leaving sixty-one per cent as net profits before Federal income taxes. The station spent only 3 cents out of each dollar of revenue for program talent. Its net profits before federal income taxes in 1943 yielded it a return of 265 per cent on the depreciated value of its entire investment in broadcasting property. In 1944, its broadcasting revenue was 23 per cent higher than in 1943, and it is reasonable to assume that there was at least a comparable increase in profits.

90% COMMERCIAL

Station B is a medium-power station, operating in a medium-sized city. It begins its broadcast week at 7:00 a.m. Sunday with fifteen minutes of network news and organ music from the station's studio. Next comes a fifteen-minute transcription of a speech by a Congressman—aired at 7:15 in the morning when listeners are few, and listeners wide enough awake to concentrate upon political discussion before Sunday breakfast are fewer still. This is followed by two hours of commercials. From 9:30 to 10:00 a.m., there is a network sustaining program. From 10:00 a.m. until midnight, the broadcasts are solidly commercial; then comes five minutes more of network news, and the station goes off the air. Three hours of the Sabbath are devoted to religious programs—all commercial; the Gospel pays the rates prevailing for merchandise. Four days a week, no sustaining programs whatsoever are broadcast from 5:00 a.m., when the station goes on the air, until 10:30 p.m., when the listener may hear a five-minute sustaining sports review. For the week as a whole, about 10

per cent of the station's time is devoted to sustaining programs and less than one per cent to sustaining programs of local origin. In 1943, after deducting all expenses except its Federal income taxes, this station earned 142 per cent on its entire capital and surplus. Its 1944 broadcast revenues exceeded 1943's by 39.6 per cent, which would suggest that its prosperity continues.

Station C is a little local station operating daytime only, with 250 watts power, in a small suburban community. This station originally procured its license after representing to the Commission that it would broadcast "sketches, music, duets, quartets, excerpts from operas, cuttings from great plays, literary characterizations, and interpretation of great poems, readings for children and adults, the creation of continuous stories for children that have as their aim the stimulating of interest and culminating with a message that is instructive to childhood, and the general interpretation of literary works that are not ordinarily acceptable to the general layman." The applicant specifically undertook "to avail himself in large part of the various excellent talent proposed by residents. . . ." The Commission was informed that lack of a broadcast station in the community discriminated against "the use of [the community's] excellent talent."

A HIGH RETURN

An examination of this station's program log for a sample week in 1944, however, shows that 88.4 per cent of its time was devoted to mechanically reproduced music. Less than 3.3 per cent of its time was devoted to the "excellent talent" which the applicant assured the Commission was available in the community. The station's programs were interspersed with 1,042 spot announcements, or one every 5.5 minutes; 1,034 of these interruptions were commercial and 8 were broadcast as a public service. A search of the program log for the sample week fails to disclose any "duets, quartets, excerpts from operas, cuttings from great plays, literary characterizations, interpretation of great poems," or any similar programs originally promised. For 1943, the net income of this station, after deducting all expenses except Federal income taxes, was approximately 240 per cent on the net value of all its assets devoted to broadcast-

ing, both tangible and intangible. Even after paying its Federal income taxes it still had left a profit of 200 per cent on its net assets. In short, the owners of the station in 1943 were recovering the entire value of their investment every six months. Broadcasting revenues for 1944 were 17.2 per cent higher than for 1943.

Twenty years ago Herbert Hoover warned:

"... the radio listener does not have the same option that the reader of publications has—to ignore advertising in which he is not interested—and he may resent its intrusion of his set. It has been pointed out over and over again ... and it may well be reiterated ... that advertising in the intrusive sense will dull the interest of the listener and will thus defeat the industry. Furthermore—it can bring disaster to the very purpose of advertising if it creates resentment to the advertiser."

GOOD PROGRAMS DROPPED

Some outstanding sustaining programs are still being produced, particularly by the major networks. But as the revenues of the broadcasting industry have mounted, the number of listeners to whom these programs are made available has declined. Thus, during a sample week in 1944, the well-known CBS educational program, "Invitation to Learning," was carried by only 39 of the 136 stations to which it was made available; it was rejected by 97. The NBC "National Radio Pulpit," a non-commercial religious program offered in cooperation with the Federal Council of Churches, was carried by 60 stations and rejected by 79. The NBC "American University of the Air" program, "Lands of the Free," was carried by 24 stations and rejected by 114. The University of Chicago Round Table, also on NBC, was carried by 55 stations and rejected by 84. "Labor for Victory," a program alternately presented by the American Federation of Labor and the Congress of Industrial Organizations and, at the time, the only labor program carried on any of the four major networks, was accepted by 35 stations and rejected by 104. Many other network sustaining programs of a high quality received similar treatment.

What of radio's contribution toward fulfilling Jefferson's dream of an informed democracy? It has certainly demonstrated how tremendous a contribution it is capable of making. A public opinion poll taken by

Elmo Roper of *Fortune* magazine, in February, 1941, showed that more Americans relied on their radio as a primary source of news than on their newspapers. With the increased tempo of news during the war, it is probable that the reliance on radio is even greater today. The daily radio commentaries and the weekly forum programs number their listeners in the millions; and major political addresses are listened to by even greater numbers.

FEW "PUBLIC ISSUES"

Unfortunately, however, capacity is not matched by performance. Notwithstanding the demonstrated interest of American citizens in the great public issues of the day, broadcasts devoted to such issues are comparatively few and far between.

The most recent FCC study dealing with radio broadcasts covered broadcasts on foreign policy during the period from January 1 through May 31, 1941. This was a period of great decision for the nation; the debate between interventionists and isolationists was stirring our democracy to its depths. Seldom in history has there been a greater need for the fullest possible discussion on the major issues involved—lend-lease, the conveying of American ships in foreign waters, the acquisition of foreign bases, the acquisition of foreign ships, and the question whether America should accept the British blockade of the Axis countries. This study covered speeches, talks, debates, forums, discussions, public meetings, and spot announcements dealing with these five foreign policy issues; it excluded regular news broadcasts and regularly scheduled news commentators. One hundred ninety-seven stations informed the Commission that during the entire five months' period, they did not carry a single program of either network or local origin relevant to these five great issues. Only one-half of all our broadcasting stations carried as many as one relevant program per week. No station carried more than 75 relevant programs during the entire five months' period, which means that even on the station carrying the most foreign policy programs a listener would have had to listen constantly for two whole days, on the average, before hearing a discussion of any of these crucial issues.

Foreign policy is, of course, a matter of concern to every community

in the nation and it might be supposed that in nearly every community, someone could be found who had something worthwhile to contribute to the debate. Yet it appears that the broadcasting of foreign policy programs by the major networks during the period outweighed the broadcasting of local non-network programs in the ratio of thirty to one. Of the 842 broadcasting stations studied, 454 originated no local programs whatever during the five months' period on any of the five basic issues. The remaining 388 stations originated an average of approximately one foreign policy program every two weeks.

The problem of public discussion, however, is not solely one of limited quantity. Most of our radio commentators are commercially sponsored and the radio forum programs are being drawn into the same pattern. Advertising can be used to sell ideas as well as goods and it cannot be assumed that our business concerns are wholly uninterested in the propagation of ideas. Moreover, ideas may be sold in the same package as goods or services and all the discussion of public issues we hear over the air is not identified as such.

SELLING PROPAGANDA

An obvious case in point, which most of us well remember, is the five minute discourse of Mr. W. J. Cameron, which interrupted the Ford Motor Company's excellent "Sunday Evening Hour." But we do not have to go back to past years for similar examples. When the announcer on the "Electric Hour," sponsored by a group of electric light and power companies, reminds his listeners of the manifold blessings which have come to them through the privately owned and managed power companies, we cannot assume that the sponsors are wholly uninterested in the very controversial public issues of public versus private power. The DuPont Company very clearly indicated its interest in the very important public issue of cartels and monopolies when, shortly after the filing of an anti-trust suit against it, arising out of an alleged cartel agreement with a foreign chemical corporation, the commercial announcer on the DuPont-sponsored "Cavalcade of America" departed from his customary discussion of DuPont's new wall paint and other improved products which chemistry will make available to us after the war, to tell us of the bene-

fits we have indirectly received from the very agreement out of which the suit arose. We cannot assume that the American Telephone and Telegraph Company is wholly uninterested in the outcome of legislation introduced in Congress authorizing loans to cooperative associations and States, counties, and municipalities, as well as privately-owned telephone companies, for the construction of lines to serve some of the 75 per cent of our American farmers who are today without any telephone service whatsoever, when immediately following the introduction of the bill the announcer on "The Telephone Hour" assured us that the American farmers already have more and better telephone service than the farmers of any other country, and that the Bell Companies are making plans to give them even better service.

IS DIVERSIFICATION ENOUGH?

What of this diversification in broadcasting which we have sought to safeguard through diversification in the control of the radio outlets? Can we rest secure in our faith that we have avoided all the pitfalls of concentrated control over public opinion and ideas merely because we have kept radio from becoming an instrument of government power?

There are today over 900 standard broadcasting stations on the air which, it would seem, should provide the needed safeguards. However, 900 stations does not mean 900 separate and independent operators. Many licensees own or control more than one station and there are still other connections through common officers or directors or common ownerships of less than majority interests.

It is true that the largest number of stations owned or controlled directly by any one group is nine, which is less than one per cent of the total number of stations. But the number of stations owned by one group is not an accurate test of concentration of power. There is a tremendous difference between the little 250-watt local channel station, whose signal barely reaches the limits of the community in which it is located, and the powerful 50,000-watt clear channel station which sends its signal across the continent and may embrace a fourth or more of the nation in its service area. There are only 46 of these clear channel stations, all told, and one-third of them are owned by two groups, Columbia Broadcasting

System and National Broadcasting Company. Columbia Broadcasting System, the largest station owner, owns seven 50,000-watt clear channel stations, one 5,000-watt regional station and a substantial interest in another 5,000-watt regional station; its stockholders own an additional 50,000-watt clear channel stations. The stations owned by this one group occupy more space in the radio spectrum than all our 444 local channel stations combined.

Diversity of ownership, moreover, does not assure diversity of program control. More than two-thirds of all the standard broadcast stations are affiliated with one or more of the four national networks and about half of their broadcasting time is devoted to network programs. In the evening hours when listening is best, few local programs are carried by the average network affiliate and for some stations an entire evening devoted exclusively to network program is not unusual. The four national networks are thus the source of most of the programs heard by most of the American people.

THE CUSTOMER IS RIGHT

But unless we can assume that the network officials are less reluctant than other businessmen to offend their customers—particularly their large customers—the networks themselves are not wholly independent arbiters of what we hear or do not hear over their facilities. Nothing offends like ideas, particularly when they run counter to our long-accepted beliefs or are contrary to our own business interests—and the network customers are large customers. In 1944, 26 per cent of CBS's business came from four advertisers; four advertising agencies handled 38 per cent of its business. Twenty-five per cent of Blue's business came from four advertisers; 37 per cent was handled by four advertising agencies. Four business concerns provided 23 per cent of Mutual's business and 31 per cent of its business was handled by four advertising agencies. The National Broadcasting Company does not publish similar information, but there is no reason to believe that the sources of its revenue are less concentrated. The estimated gross billings of all the networks are, however, available. In 1944, these amounted to \$190,677,076, and only two types of business provided \$95,803,908, or more than half:

Drugs and toilet goods, \$53,236,498; 27.9 per cent;

Foods and food beverages, \$42,567,410; 22.4 per cent.

Undoubtedly, advertising, within limits, plays an important and useful role in our economic and social affairs. Moreover, many of the sponsored programs which we hear are of an excellent quality. But is the public interest responsibility of the licensee discharged when he permits his station to be used so predominantly as a vehicle for the advertising of commercial products and for the broadcasting of programs which the advertiser presents as a part of his sales appeal? Is it good that so little of what we hear over the air should come to us free of commercial influences? Probably never in its history has this nation been confronted with more serious or complex problems than those which face it today and will face it in the post-war period ahead. We are dedicated to the principle of government by and for the people. This kind of government can function only if the people are informed. Is our most effective means of mass communication therefore really serving the public interest as it should when more time is being devoted to making us conscious of our complexions, hair, and intestines than of the economic, political, and social issues, both domestic and international, which will so vitally affect our lives and those of our children? And perhaps our children's children?

IS FM THE PANACEA?

Many see the solution of our broadcasting problems in recent technical developments which will permit the establishment of many more broadcasting stations as soon as the war is over. I refer particularly to frequency modulation broadcasting (FM) and television. These recent services, they argue, will dilute the amount of advertising available to any one station, thereby leaving more time for non-commercial programs.

But can we assume that the volume of radio advertising, which has grown so enormously and constantly during the past two decades as radio has proved its effectiveness as an advertising medium, will abruptly cease when the war is over? Today many of our largest advertisers are devoting their plants entirely to military production and therefore have no goods for sale. Moreover, in many

lines of goods, the demand is far out-running supply, but advertising nonetheless continues. After the war, with our tremendously increased productive capacity, there should be a far greater abundance of goods for sale than we have ever before known, and they will have to be sold in a highly competitive market. Of course, it is possible that peace will bring with it a period of economic depression. But even if we should be defeatist enough to accept such a solution of our broadcasting problems, it does not necessarily follow that we will have less radio advertising, rather than a similar or greater amount paid for at distress prices.

Experience has shown that with few exceptions, we cannot rely solely upon the self-restraint of our commercial broadcasters to resist the commercial demands for their time. This does not mean that broadcasters are less public-spirited than other people. They are not, and many of them are doubtless disturbed by the present trends in the industry. But after all, they, like other businessmen, are in business to make profits and they make profits by selling time. Even the most public-spirited broadcaster is constantly faced with an uncomfortable conflict between his desire to render a public service and his sound business instincts. His problem is further complicated when he is not the sole owner of a station and has a fiduciary responsibility to its stockholders.

It seems to me, therefore, that if broadcasting is to serve the public interest as it should, there must be some externally enforced standards of public interest which broadcasters must meet in order to justify their continued use of the publicly owned radio channels. I think that such standards can be imposed and enforced without impairing the "freedom of radio" about which some of our most prosperous broadcasters have recently been so vocal. On the contrary, if by "freedom of radio" we mean a radio which provides the freest possible outlet for the widest possible range of information, entertainment, and ideas, rather than freedom to make the maximum dollar profits from the use of probably our greatest remaining natural resource, then I do not think we can have freedom of radio without the imposition and rigorous enforcement of such standards.

I would like to suggest here two very simple steps which would contribute materially to a system of broadcasting better serving the needs and, I believe, the desires of the American people:

- (1) The requirement that every broadcaster devote a stated minimum of time out of each segment of the broadcast day to the broadcast of non-commercial public service programs.
- (2) Full publicity to the program services and earnings of each

and every broadcasting licensee in order that newcomers able and willing to render a better service will be encouraged to apply for and receive the frequency assignments of those stations who are currently rendering less of a public service than their opportunity warrants.

These steps alone will not, of course, solve all of the problems of broadcasting, but they may at least start us on the road toward a solution.

CUMULATIVE INDEX

Each issue of the Reports contains this cumulative index of principal subjects covered since publication of the 1945 Buying Guide issue. By supplementing the Buying Guide index with this one, members can quickly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1945 issue Jan. 1-28; Feb. 29-56; Mar. 57-84; Apr. 85-112; May 113-140; June 141-168; July 169-196.

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NAME.....

ADDRESS.....

7CU

The Wagner Bill

Its Medical Aspects

Consumers Union believes that everything that can be done to provide freedom from want and freedom from the fear of unemployment for all the people after the war will help build a stable and prosperous nation, and one which can best do its part in building a peaceful and prosperous world. It is for this reason that Consumers Union supports the Wagner-Murray-Dingell social security bill. CU's medical department has particularly backed the medical care provisions of the bill. The following statement by Senator Wagner on the medical care provisions is excerpted from his speech to the Senate on May 24th when he introduced the bill (S. 1060):

I approach the postwar problem on the basis of hard facts. As a nation we are just beginning to come to grips with the fundamental economic problems which will become increasingly more pressing with the approach of total victory.

The help and cooperation of the Federal Government will be most needed and most effective in the first stages of postwar adjustment. But with the best of cooperation and intentions, we must recognize that full employment—such as we have had during the war—still does not solve the economic problems of widows and orphans, the aged, the sick, and disabled. Ten years of experience with the Social Security Act have demonstrated that we can insure people against the major causes of want. Social insurance has not interfered with our system of free enterprise. On the contrary, it has helped to make our system of free enterprise operate more smoothly and effectively.

The broad principles underlying the bill were endorsed in a report of the National Planning Association by 57 representatives of business, agriculture, and labor.

The objectives of particular provisions of the bill have been advocated by numerous groups and public-spirited citizens, by life insurance companies, small businessmen, the American Legion, the Veterans of Foreign Wars, the Military Order of

the Purple Heart, the American Farm Bureau Federation, the National Grange, State public-welfare administrators, the American Association of Social Workers, and by numerous State legislatures.

The bill which I have introduced includes six provisions which will make available basic health services to all the people wherever they live and whatever their income.

First. There is a program of Federal grants and loans to the States for the construction of needed hospitals.

It should therefore be possible, over a period of years, to assure that essential hospital and related services are available in all parts of the country, especially the rural areas which are so sadly in need of these services. The most urgently needed hospitals should be built first.

Second. The present Federal grants-in-aid to the States for public health services are broadened and increased to speed up the progress of preventive and community-wide health services.

Third. The community-wide maternal and child health and welfare services, aided by Federal grants to the States, are similarly broadened and strengthened.

Fourth. Health insurance is made available to 135,000,000 persons.

All four of the provisions which I have just mentioned will greatly help to round out the health services of the

Nation. By preventing sickness, disability and premature death, they will pay vast dividends in human welfare and, at the same time, reduce the costs of other parts of the social-security program. However, unless we provide a method of spreading the cost of medical and hospital care through social insurance, people will still not obtain the treatment they need.

Fifth. The funds are set aside from the social-insurance contributions to aid in the rehabilitation of persons who are disabled.

Sixth. Grants-in-aid are provided from social-insurance funds to non-profit institutions engaging in research or in professional education.

The financial barrier to adequate hospital and medical care is the basic reason for the unequal distribution of doctors and hospitals as between urban and rural areas, and as between prosperous and underprivileged communities. It is the basic reason for the failure of low-income families to receive as much medical care as the well-to-do, although they have more sickness. It is an important cause of the shockingly high rate of rejections under selective service.

A health-insurance system will go a long way toward breaking down this financial barrier. Such a system will enable the people to obtain all needed medical care through small, regular pre-payments based on their earnings, and will give them security against catastrophic costs for which they cannot budget individually. It will encourage doctors to settle in rural areas, and communities to construct needed hospitals and health centers, by assuring adequate incomes, equipment, and facilities for modern medical practice. It will benefit patients, doctors, and hospitals.

Propagandists against health insurance shout "regimentation of doctors and patients," "lowered standards," "political" and "socialized medicine," and so on. But health insurance is not socialized medicine; it is not state medicine. Health insurance is simply a method of paying medical costs in advance and in small convenient amounts.

It is simply a method of assuring a person ready access to the medical care that he or she needs by eliminating the financial barrier between the patient and doctor or the hospital. Therefore, it should be obvious that health insurance does not involve reg-

imentation of doctors or patients. Neither do I believe that the doctors of this country will lower the standards of medical care simply because they are guaranteed payment for their services.

There are many individuals, honest and sincere in their desire for improved conditions, who nevertheless fear any change, and distrust all new social legislation. Those of us who have sponsored social legislation have faced similar opposition against many proposals for social betterment, but we have persevered and succeeded, and we have seen these new programs accepted as part of our basic system of American freedom and democracy. Over 30 years ago in the New York Legislature I fought for workmen's accident compensation and most of the arguments which are being made against health insurance were made against workmen's compensation then. Now all the States but one have workmen's compensation laws—all include medical benefits, which is health insurance for industrial accidents and disease. The time has come for us to extend the principle of health insurance to cover nonindustrial accidents and diseases as well.

The fears and doubts expressed about workmen's compensation, unemployment insurance, and other measures for social security have proved to be without foundation. In the future, when we have succeeded in our struggle for a comprehensive health program for the entire country, we will be able to say about health insurance, too, that present day apprehensions and misgivings were groundless.

The health insurance provisions of the bill provide that each insured person has the right to choose his own family doctor from among all doctors in the community who participate; each participating doctor has the right to accept or reject a patient, just as he does now. Every legally qualified physician and every qualified hospital has the right to participate. The same is true for groups of physicians; and the same is true for dentists. Hospitals are guaranteed protection against interference in the management of their own affairs. Physicians, dentists, and hospitals are specifically given the right to select the method by which they are to be paid for the services they furnish. Every effort has been made similarly to protect the professional position of nurses and nursing organizations.

Home Canning with short sugar rations

The combination of sugar shortage and high point-values for canned fruits is bringing headaches to many housewives who would like to round out next Winter's diet with a stock of home-canned fruit. There is no fully satisfactory solution to the problem, but it is possible to stretch the available canning sugar supply somewhat by substituting unrationed corn syrup for part of the sugar in your canning recipe.

There are, unfortunately, limits to the amount of sugar that can be saved by this means. The table below, prepared by the Corn Products Refining Company, probably represents the maximum proportions of corn syrup to sugar that can be used in your canning.

Use of "Medium" syrup will give you a somewhat tastier product than "Thin" syrup, in most cases. But it

requires considerably more sugar per jar of fruit. Consequently, if you're interested in getting the most jars for your sugar ration, better stick to the thin syrup where possible. And if you want your home-canned fruit to look and taste as much as possible as it did in the days of sugar-plenty, use light corn syrup in preference to dark, when it is available.

It is recommended that the syrups be used in the proportion of about eight cups of syrup (the amount given in the recipes below) to eight quarts of fruit. Follow your regular canning technique in putting up the fruit. Or, if you'd like some guidance, send for a free copy of the pamphlet, "Home Canning of Fruits and Vegetables," available on request from the office of information, United States Department of Agriculture, Washington, D. C.

Recipes for Low-Sugar Syrups

APPLES:

Thin Syrup: 7 cups water, 1 cup light or dark corn syrup, $1\frac{2}{3}$ cups sugar.

Medium Syrup: $5\frac{1}{2}$ cups water, $1\frac{3}{4}$ cups light corn syrup, 3 cups sugar,

or
 $5\frac{2}{3}$ cups water, $1\frac{1}{3}$ cups dark corn syrup, $3\frac{1}{4}$ cups sugar.

PEACHES:

Thin Syrup: $6\frac{1}{3}$ cups water, $\frac{2}{3}$ cup light or dark corn syrup, 2 cups sugar.

Medium Syrup: $5\frac{3}{4}$ cups water, 1 cup light corn syrup, $3\frac{1}{3}$ cups sugar, or
 $5\frac{2}{3}$ cups water, $1\frac{1}{3}$ cups dark corn syrup, $3\frac{1}{4}$ cups sugar.

PEARS:

Thin Syrup: $6\frac{1}{3}$ cups water, $\frac{3}{4}$ cup light corn syrup, $2\frac{1}{8}$ cups sugar (dark syrup not recommended).

Medium Syrup: $5\frac{2}{3}$ cups water, $1\frac{1}{3}$ cups light corn syrup, $3\frac{1}{4}$ cups sugar (dark syrup not recommended).

PLUMS & PRUNES:

Thin Syrup: $6\frac{1}{3}$ cups water, $\frac{2}{3}$ cup light or dark corn syrup, 2 cups sugar.

Medium Syrup: $5\frac{2}{3}$ cups water, $1\frac{1}{3}$ cups light corn syrup, $3\frac{1}{4}$ cups sugar,

or
 $5\frac{3}{4}$ cups water, 1 cup dark corn syrup, $3\frac{1}{3}$ cups sugar.

BERRIES EXCEPT STRAWBERRIES:

Thin Syrup: 1 cup light or dark corn syrup, 3 cups sugar, no water.

Medium Syrup: 2 cups light corn syrup, 4 cups sugar, no water,

or
 $2\frac{2}{3}$ cups dark corn syrup, $3\frac{2}{3}$ cups sugar, no water.



FOR SCHOOLS AND YOUTH GROUPS - MEN'S AND WOMEN'S GROUPS - UNIONS AND AUXILIARIES

Susan Brothers, Group Editor

Letters to Congress

Every day, thousands of letters, postcards, telegrams and petitions pour into the Capitol, from people in practically every city, town and hamlet in the country. Thousands of people want to let their elected representatives know how they feel about some piece of legislation. And they take their pens—or pencils or typewriters—in hand and tell them.

Occasionally the voters back home wonder just how effective these letters to Congress are. Just how much influence have they on the legislators? That varies, of course, with the individual Congressman. But make no mistake about it. *Every one of these messages is important.* If it does no more, it tells your Congressman that the people back home—the voters who elect him—are watching him. It is the voter's way of making his Congressman truly a representative.

LETTERS DO COUNT

And don't think for a moment that your letters won't evoke response. They do. Congressmen actually read their mail. They answer everything that comes from their own constituents, and even much that comes from outside their districts. Letters on major issues are often evaluated and tabulated. Just how often the actual vote of the Congressman in question is swayed as a result of the mail he receives depends pretty much on the Congressman and the issue; but there can be no doubt that the letters from home are one of the things that influence his thinking.

Because CU realizes the importance of letters to Congress, we recently interviewed several Senators and Representatives on this matter. The question they were asked to an-

swer was: "What kind of mail do you consider the most effective?"

On some points there was virtually complete agreement. All letters are considered, no matter what their form—though typewritten letters or those clearly and simply handwritten are preferred. Flowery language and elaborate penmanship don't impress the Congressmen; neither do they care particularly how you address them. The things they look for are sincerity and honesty on the part of the writer and a clearly-written signature and address.

EFFECTIVE MAIL

One well-known Western Congressman gave the following clear-cut analysis of what—in his case—constitutes effective mail:

POSTCARDS: To receive real consideration, they should be individually written, in the writer's own words. Form postcards have little value unless they pour into the office in large numbers.

TELEGRAMS: The Congressman in question considers them "suspicious," though he concedes that many others are much impressed with them. He believes that one letter, personally written, is worth ten telegrams. "Anyone can pay for telegrams and get people to allow their names to be used," he says. "I'm suspicious of them." (Many groups consider telegrams highly effective, nevertheless. They are quick, so that they can be sent at crucial moments; and they indicate a real interest in the issue.)

PETITIONS: These are not effective unless they have a great many signatures and addresses. One Congressman considers a single letter worth

about twenty names on a petition.

LETTERS: These, Congressmen agree, are the best way for the citizen to exert influence. The most effective letters are individually written, brief and to the point. But they should not be so brief that they state simply, "I demand that you vote so-and-so." A clear, reasonable letter, giving the reasons behind the request to vote in one direction, is much better. There's no need to worry about high-flown language; just a simple statement, coming right to the point, is much more highly favored.

THE FORM

There's no special form you have to observe when you write your Congressman. You can address the envelope simply,

Representative John Jones

or

Senator John Jones

or

Honorable John Jones

House (or Senate) Office Building
Washington, D. C.

Your salutation can be plain "Dear Sir," or "Dear Congressman Jones," or "Dear Mr. Congressman," or any other form normally used in business correspondence. A normal business closing, such as "Yours truly," makes a satisfactory ending. Follow that with your full name and address, and you've fulfilled all necessary formality.

Administrative agencies, such as OPA, are just as sensitive to mail as are the legislators. The rules are pretty much the same for either. Don't, if you want to express your opinion to an agency, be stumped by the fact that you don't know the exact name or title of the person to whom you want to tell your story. Just address your letter to the agency; it will reach the right desk.

If you haven't already developed the letter-writing habit, it's not too late. Remember, it's *your* government. It can know your wishes only if you express them.

Things to Do

Write a Letter

Reserve ten minutes or so in your next group meeting to have members of the group write their Congressmen. It's a really profitable thing to do, for in that way you'll counteract the tendency to put it off "till there's time," an unfortunate tendency that translates into "never" in too many cases. Here's a simple outline for a group-writing project:

1. Select, in advance of the meeting, a topic of immediate importance. One that is timely at the present time is the black market situation (see page 194).
2. Discuss the points that should be brought out in the letters, and if a blackboard is available, write them down.
3. Discuss what action can be taken, and what action you want to advocate.
4. Pass out plain, white paper and stamped envelopes, and distribute pencils and pens, where needed.
5. Have each person write a short, simple letter, suggesting action to his Congressman, and giving his reasons.
6. Check to make sure that each person knows the name of his Congressman. If he does not, have him write his letter to "Dear Congressman," and leave his envelope unaddressed, but with his own return address.
7. Have one person collect envelopes and mail all letters which are properly addressed. It may be more or less difficult to trace down the names of the Congressmen whose names are not known, depending on where you live. If you have a library within easy reach, the simplest thing to do is to consult the latest edition of the Congressional Directory; in large cities, you can get the information from the local Board of Elections.
8. Address the unaddressed envelopes, and at the same time, send a post card to the members who didn't know their Congressmen's names, saying: "You live in the _____th Congressional District, and your Congressman's name is _____."

Display of Canning

Want to earn some money for your group, have some fun, and at the same time help the war effort? Then hold a Food Fair. Food will be scarcer than ever this year, consequently people are increasingly interested in conservation. Let that be your cue! Put on a show, Display home-canned foods, sugarless cakes, and low-cost, well balanced, point-free meals. Award prizes. And sell the foods after the show, giving the money either to the competitors, or putting it into your club treasury. Following are some suggestions on how to hold a Food Fair:

1. Form committees, each to have responsibility for a particular job.
2. Select a place and date. A school, church, public building or garden is suitable.
3. Decide what categories of exhibits you want to show: Canned vegetables, fruits, relishes, jams, cakes, cookies, meat substitutes, point-free lunches, etc. Have at least one category for children.
4. Select judges, preferably food experts such as home economics teachers, County Home Demonstration Agents and persons with similar background are good.
5. Obtain prizes. These may range from red ribbons to War Bonds, depending on how much you want to spend.
6. Publicize the event and solicit entries.

7. See that display tables and other necessary props are available at the exhibit hall.

8. Display exhibits attractively.

Last year, Food Fairs were held in many communities. A particularly successful one was held in New York City by the League of Women Shoppers. If your group held a fair last year or has one this year won't you write to CU's Group Activities Department, and let us know what you did?

PRIZE CONTEST

CU's slogan contest is being extended for another month, as a result of delays in mailing the last issue of the *Reports*.

The closing date is August 15, 1945.

The rules are simple:

1. Write a short slogan on the subject of "Black Markets." (for example: SLACK MARKETERS MAKE BLACK MARKETS).
2. Mail your entry to Group Activity Editor, Consumers Union, 17 Union Square West, New York 3, N. Y.

There will be a prize of \$10 for the best entry.

The contest is open to all students up to 18 years of age, regardless of whether they are members of Consumers Union. If there is a tie, duplicate prizes will be awarded. You can send as many entries as you wish. The decision of the judges will be final.

The name of the winner and the winning slogan will be printed in the August issue of *Consumer Reports*.

CU offers a special reduced subscription rate for groups of five or more persons who subscribe at the same time. Under this arrangement, the yearly subscription fee for the monthly *Reports* (including the annual *Buying Guide* issue) and the weekly *Bread & Butter* is only \$3 a year, instead of the individual rate of \$4.

Next time you renew your subscription, get four or more friends to join with you under the group plan. It will mean a saving of \$1 a year for each of you.

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but here's one you can get with very little effort

It's the volume containing CU's *Reports* for the year 1944, bound together to form a useful, convenient and attractive book.

Useful, because it contains a wealth of up-to-date information on products, health and medicine, care and repair, household supplies and equipment, legislative and economic problems affecting consumers. . . .

Convenient, because it keeps all this useful information together, always in order and always ready for reference when you need it. Convenient, too, because of the cumulative index it contains, enabling you to find the article you want with a minimum of effort. . . .

Attractive, because its sturdy green cloth cover, stamped in white, makes a good-looking addition to any library. . . . and

A "Best Buy" because, for only \$2.50, you can have this valuable reference source as a permanent addition to your consumer library.

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